

THE COIN MACHINE REVIEW



March, 1945



1945

History Is In The Making!
Let us all rededicate ourselves to the principles for which Americans are fighting and dying in all parts of the world to preserve our way of life and to win a just and lasting peace.



1945 Can Be The Year Of Decision. Every one of us on the home front must help in every way possible to speed Victory. Do more in '45 than you did in '44. It's a good resolve and one that will pay dividends for generations to come.

BUY WAR BONDS

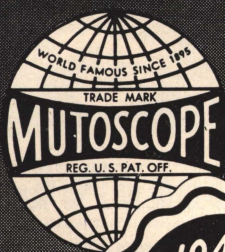
Awarded to the J. P. Seeburg Corporation for outstanding production of war materials in each of its four plants



J. P. SEEBURG CORPORATION • CHICAGO

FINE MUSICAL INSTRUMENTS SINCE 1902

Seeburg



Mutoscope

1895 1945

50 years ago we started building **QUALITY** into Mutoscope equipment. That policy has proved its worth to you over and over again—especially during these war years when new equipment was not produced and only machines that were **BUILT TO LAST** have been able to stand up and continue earning money for you.

INTERNATIONAL MUTOSCOPE CORPORATION

44-01 ELEVENTH STREET

WM. RABKIN, President

LONG ISLAND CITY 1, NEW YORK

WAR WORK NOW

New Coin Machines After Victory

BUY MUTOSCOPE EQUIPMENT FIRST - It's Built to Last!

BUY MORE BONDS

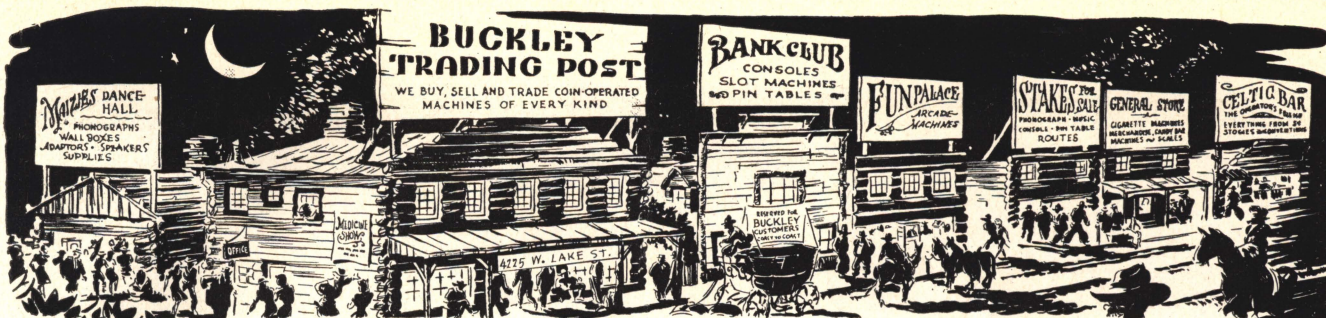
1945—OUR FIFTIETH YEAR OF SERVICE

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MACHINE
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FOR
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1945



REBUILDING AND REFINISHING ALL TYPES OF MILLS SLOTS SEND US YOUR MACHINES

SLOT MACHINES FOR SALE

Mills 5c Blue Fronts
Mills 10c Blue Fronts
Mills 25c Blue Fronts
Mills 50c Blue Fronts
Mills 5c Brown Fronts
Mills 10c Brown Fronts

Mills 25c Brown Fronts
Mills 5c Gold Chrome
Mills 10c Gold Chrome
Mills 25c Gold Chrome
Mills 5c Vest Pocket Bell
Watling 5c Roll-a-Top

Watling 10c Roll-a-Top
Watling 25c Roll-a-Top
Jenn. 4 Star Chiefs, 5c
Jenn. 4 Star Chiefs, 10c
Jenn. 4 Star Chiefs, 25c
Safe Stand for Mills
and Jennings Machines

Also complete line Jennings and Pace Machines. Write for Special Prices.

NEW EQUIPMENT

Supreme Tokyo Gun.....	\$330.00	New Supreme Skee-Roll.....	\$317.50
Rex Bowling League.....	299.50	Whee-Gee Mystic	229.50
Pitch-'Em and Catch-'Em.....	229.50		

CONSOLES

Buckley Daily Double Track Odds. Write for Particulars and Prices.

MAY-BELL 4-Coin Console—Similar to Mills 4 and 3 Bells—Re-engineered. 90% mechanical, switches and relays eliminated. Carefree performance with a minimum of service. Built with 4 nickels—3 nickels and 1 quarter—2 nickels, 1 quarter and 1 half dollar coin chutes. Write us for price and particulars.

Mills Jumbo, F.P.....	\$105.00	New Paces Reels, Sr.....	\$260.00
Mills Jumbo, P.O.	129.50	New Saratoga Sr.	260.00
Mills Jumbo (Comb.).....	197.50	Paces Reels Jr.....	175.00
Keeney Kentucky Club	90.00	Paces Saratoga	175.00
Keeney Skill Time.....	90.00	Paces Races, Red Arrow.....	267.50
Evans Bangtails, '40.....	227.50	Mills Four Bells	Write
New Saratoga Jr.	250.00	Jennings Fast Time, P.O.....	152.50

All Prices Subject to Prior Sale. Terms: 1/3 Cash With Order.

We Will Pay Cash For Your Machines Now

We are still optimistic about buying and selling machines—and we will pay top market prices. Send your complete list with your lowest price—now—before the whistle blows.

MUSIC EQUIPMENT

Buckley Boxes, New.....	\$ 35.00	Wurlitzer Model 100	\$25.00
Buckley Boxes, Rebuilt.....	25.00	Perforated Program Sheets, Per 1000.....	4.50

BUCKLEY DIGGERS

REBUILT DE LUXE.....\$100.00

All Prices Subject to Prior Sale • Terms—Cash With Order

BACK THE ATTACK NOW . . . BUY MORE THAN BEFORE

BUCKLEY TRADING POST

4233 W. LAKE ST.

CHICAGO, ILLS.

Ph: Van Buren 6636

COIN
MACHINE
REVIEW

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FOR
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1945

LOS ANGELES
SEE
BILL HAPPEL

BADGER'S BARGAINS

MILWAUKEE
SEE
CARL HAPPEL

"OFTEN A FEW DOLLARS LESS—SELDOM A PENNY MORE"

PANORAM AND SOLO-VUE
COMPLETELY RECONDITIONED, REBUILT AND
REFINISHED LIKE NEW, IMMEDIATE DELIVERY
WRITE FOR QUANTITY PRICES

PANORAM AND SOLO-VUE FILMS
LARGE STOCK OF NEW RELEASES
WRITE FOR LISTS AND NEW LOW PRICES

REBUILDING AND REFINISHING

ALL MODEL SLOT MACHINES

Machines Completely Rebuilt. All Defective Parts Replaced, Adjusted, Tightened, Cleaned,
Greased, Rebuffed and Repainted Like New. Ship Your Machines. 10-Day Service.

RECONDITIONED CONSOLES

Evans Dominoes, Late, D.D.J.P.\$345.00
Evans Lucky Lucre, 3-5c, 2-25c..... 395.00
Evans Lucky Lucre, 5-5c, Two Tone.. 295.00
Evans Lucky Lucre 5-5c, Walnut..... 249.50
Evans Rolletto Jr., Walnut..... 249.50
Evans Lucky Stars, 5c, Late..... 159.50
Watling Big Game, F.P..... 93.50
Watling Big Game, P.O..... 93.50

Mills Jumbo, Late Comb.....\$199.50
Mills Jumbo, Late High Head, P.O. 139.50
Mills Jumbo, Free Play..... 129.50
Baker Pacers, Daily Double, 5c..... 299.50
Baker Pacers, Daily Double, 25c..... 395.00
Pace Racers, All Models..... WRITE
Jennings Fast Time, P.O..... 109.50
Jennings Fast Time, F.P..... 109.50

New Duo Bell Twin 5-25c F.P.....\$595.00
Bally Club Bells, F.P., P.O..... 279.50
Bally Roll 'Em Late, P.O..... 189.50
Bally Sun Rays, Late, F.P..... 169.50
Bally Big Top, Late, F.P..... 114.50
Bally Big Top, Late, P.O..... 114.50
Pace Saratogas, Late Models..... 129.50
Pace Reels, Late Models..... 129.50

Packard Pla-Mor Boxes. All Re-
buffed and Reconditioned.....\$36.50
Packard Brackets, Aluminum..... 2.50

Wurlitzer Twin 12 Hide-a-Ways,
Steel Cabinets, Packard Adaptors
& Speakers. All Reconditioned \$225.00

Zephyr Speaker Cabinets.....\$16.50
Leatherette Speaker Cabinets..... 7.50
Badger Walnut Speaker Cabinets.. 7.50

BRAND NEW GEARS
Wurlitzer and Seeburg Main Gears,
Price \$6.50 Each. Quantity Price. Write.

Replacement Plastic for All
Model Phonographs.
Write for Complete List

Dependable Phonograph Tubes
For Rock-Ola, Mills, Wurlitzer and
Seeburgs. Write for List

EXCLUSIVE ROCK-OLA DISTRIBUTORS

SOUTHERN CALIFORNIA AND SOUTHERN NEVADA

SOME PARTS AND ACCESSORIES NOW AVAILABLE

ROCK-OLA PARTS SOLD ONLY IN OUR TERRITORIES

ROCK-OLA PARTS

Motors, All Types (exchange).....\$ 10.00
Micro Switch, Red or Green..... 3.50
Complete Interlock Switch Assembly 3.95
Selector Cam with Bushings..... 2.85
Turn Table Shafts..... 1.85
Tray Drive Assembly..... 4.45
Tray Rest Support with Bracket..... 1.50
Dial Assemblies 2.00
Worm Gears 2.65
Worm Gear Pulley..... .75
Motor Pulley50
Relays, All Types..... 2.65
Interlock Solenoids 1.25
Selector Solenoid Coils..... 1.00
Motor Belts, All Sizes..... .75
Switches, All Types..... .75
Springs, All Types10
Washers, All Sizes..... .10

ROCK-OLA PARTS

Crystal, All Types (exchange).....\$ 5.00
Locks and Keys..... 1.25
Keys, All Numbers..... .25
Needle Screws15
Fusostat, all sizes, 3-2, 1-6, 3-5, 2-25 .25
Heat Motor Assembly..... 1.00
Pivot Jewels15
Pivot Assembly35
Selector Buttons25
Program Glass, All Models..... 1.00
Coin Escutcheon, 5-10-25c..... .75
Name Plate, All Models..... .50
Caster with Insert..... .75
Plastic Corners, All Models..... 12.50
Plastic Lower Sides, All Models..... 12.50
Commando Top Corners..... 8.00
Commando Top Center..... 7.00
Sheet Plastic 20x50 (red)..... 12.50

MISCELLANEOUS SUPPLIES

Wurlitzer Motors (exchanged).....\$ 10.00
Seeburg Motors (exchanged)..... 10.00
Fiber Gears for F.P. Jumbos..... 5.00
Scavengers for Jumbos, #505A..... 3.00
Films, Panoram, per subject..... 7.50
Films, Solo-Vue, per subject..... 5.00
Panoram Conversion (Solo-Vue)..... 29.50
Panoram Projector Lamps..... 4.95
Panoram Fiber Gears..... 5.00
A.B.T. Bull Dog Coin Chutes..... 2.50
A.B.T. 2c Coin Chutes..... 3.95
Mills Slot Percentage Regulators..... .75
Mills Slot Jackpot Glass..... .75
Mills 4 Bells Glass Set..... 12.50
Keeney Super Bell Glass..... 12.50
Mills Jumbo Glass A.R..... 6.50
Bally Club Glass..... 12.50
Standard Contact Service Kit..... 7.50

All Prices F.O.B. Los Angeles.

BADGER SALES CO.

1612 WEST PICO BLVD.
LOS ANGELES 15, CALIF.
ALL PHONES: DR. 4326

Write Milwaukee for Special Price Quotations.

BADGER NOVELTY CO.

2546 NORTH 30TH STREET
MILWAUKEE 10, WISCONSIN
ALL PHONES: KIL. 3030

COIN
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REVIEW

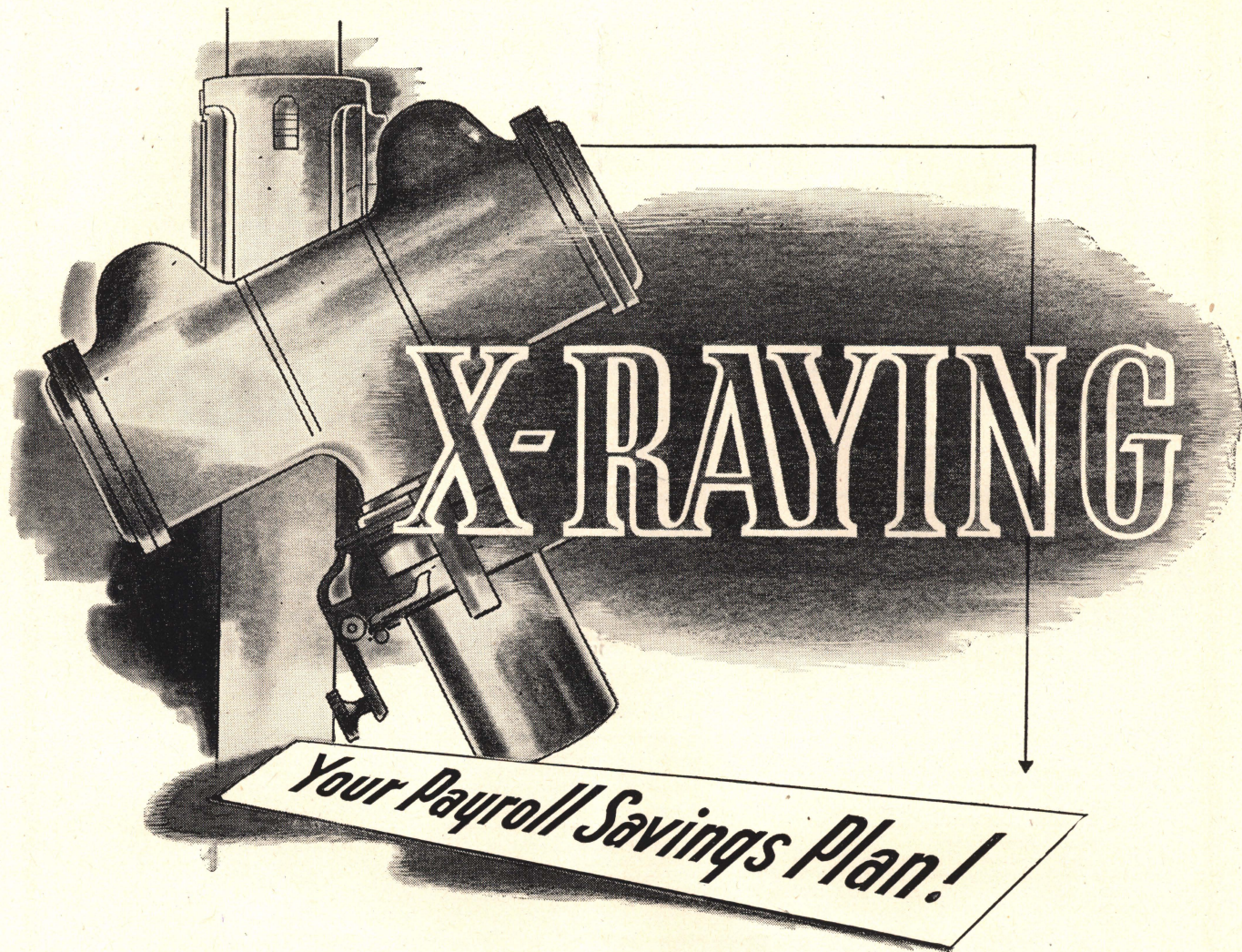
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1945

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We can all see with the naked eye that the Payroll Savings Plan provides the most stable method of war financing. Analyze it under the X-ray of sound economics and other important advantages are evident.

A continuous check on inflation, the Payroll Savings Plan helps American Industry to build the economic stability upon which future profits depend. Billions of dollars, invested in War Bonds through this greatest of all savings plans, represent a "high level" market for postwar products. Meanwhile, putting over Payroll Savings Plans *together* establishes a friendlier re-

lationship between management and labor.

To working America the Payroll Savings Plan offers many new and desirable opportunities. Through this systematic "investment in victory," homes, education for their children and nest eggs for their old age are today within the reach of millions.

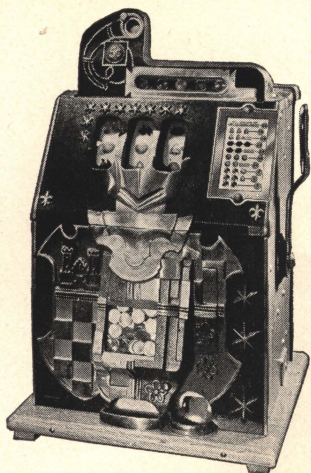
The benefits of the Payroll Savings Plan to both management and labor are national benefits. Instilling the thrift principle in the mind of the working men and women, the Payroll Savings Plan assures their future security—and is a definite contribution to the prosperity of postwar America!

The Treasury Department acknowledges with appreciation the publication of this message by

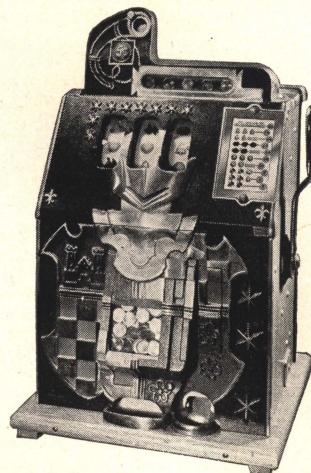
The COIN MACHINE REVIEW

This is an official U.S. Treasury advertisement prepared under the auspices of Treasury Department and War Advertising Council.

THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!



PARTS



SPRINGS	
Handle Springs	ea. \$.50
Clock Pull Springs	ea. .50
Operating Fork Pull Springs	ea. .50
Reel Operating Lever Springs	ea. .50
Long Escalator Springs	ea. .50
Lower Operating Fork Springs	ea. .50
Knee Action Lever Springs	ea. .50
Escalator Bar-Clip Springs	ea. .50
Coin Detector Lever Springs	ea. .50
Stop Lever Springs	ea. .25
Payout Lever Springs	ea. .25
Master Slide Spring	ea. .50
Slide Springs	ea. .25
Operating Lever Springs	ea. .50
REELS	
Complete Reel Assemblies with Strips (S.P., two cherry pay)	ea. \$15.95
Complete Reel Assemblies with Strips (C.H., one cherry pay)	ea. 15.95
Complete Reel Assemblies with Strips (356#, five lemons)	ea. 15.95
Payout Discs 356#	ea. 2.50
Payout Discs S.P. 1	ea. 2.50
Payout Discs S.P. 2	ea. 2.50
Payout Discs S.P. 3	ea. 2.50
Payout Discs C.H. 1	ea. 2.50
Payout Discs C.H. 2	ea. 2.50
Payout Discs C.H. 3	ea. 2.50
Star Wheels (20 stop)	ea. 1.25
Percentage Plugs (for payout discs)	ea. .75
Percentage Plugs (for 10 stop stars)	ea. .75
Percentage Plugs (for 20 stop stars)	ea. .75
Stop Levers	set 4.95
Stop Levers (Knee-Action, complete)	set 9.95
MECHANISM	
Frame Assembly L.H. #2782	ea. \$ 5.95
Frame Assembly R.H. #2891B	ea. 6.95
Upper Payout Push Back Levers #2684A	ea. 2.50
Reel Operating Levers #3354	ea. 3.95
Operating Fork Assembly's #2895	ea. 5.95
Disc Stop Lever Assembly #2797	ea. 1.45
Reel Brake Wires #155	ea. .25
Reel Shafts	ea. .95
Lower Coin Chute Assembly's #2783A	ea. 1.45
Check Tube Covers #2676	ea. .95
Payout Slides Stop Fronts #3318	ea. 1.25
Check Tube Shutoff Levers #2788	ea. 1.95
Reel Timing Levers #2765	ea. 1.95
Clock Timing Levers #2753A	ea. 1.95
Payout Machine Base	ea. 5.95
Coin Advancing Bar Operating Levers #2624	ea. 1.95
Coin Detector Operating Levers #2899	ea. 1.95
Check Detector Operating Arms #2761	ea. 1.95
Main Operating Levers #2780A	ea. 4.95
Operating Lever Lock Assembly's #3453	ea. 1.95

Check Detector Operating Arm Release Levers #2768	ea. 2.45
Anti Check Payout Base Assembly's #1830A	ea. 2.45
Main Operating Lever Rubber Retainer #2601	ea. .75
Payout Slide Push Bar and Spring Clip Assembly	ea. 1.75
Disc Stop Lever Support Assembly #2894	ea. 1.95
AWARD CARDS	
Award Cards 3-5 pay	ea. \$.50
Award Cards 2-5 (one cherry pay)	ea. .50
Award Cards (for Q.T.s)	ea. .50
Award Cards 2-4 (Stagger type 2, 3 to 5, etc.)	ea. .50
Award Cards 3-5 (Stagger type 3, 4 to 6, etc.)	ea. .50
Award Cards 3-5 (Stagger type Gold Award)	ea. .50
Award Cards 3-5 (Stagger type, for Extraordinary)	ea. .50
Award Cards 3-5 (Stagger type, Extraordinary, Gold Award)	ea. .50
Award Cards 3-5 (for Pace Comets)	ea. .50
Extraordinary Eagle Cards (Silver and Blue)	ea. .45
SLIDES	
Nickel Slides (pay 3-5-10-14-18-20)	set \$22.50
Dime Slides (pay 3-5-10-14-18-20)	set 27.50
Quarter Slides (pay 3-5-10-14-18-20)	set 29.50
Quarter Slides (master bottom slide, pays 3)	ea. 4.95
Slide Covers (nickel)	ea. 3.50
Slide Covers (dime)	ea. 3.50
Slide Covers (quarter)	ea. 3.50
Payout Tubes 5c	ea. 2.50
Payout Tubes 10c	ea. 2.50
Payout Tubes 25c	ea. 2.50
Payout Tubes 50c	ea. 2.50
Payout Tubes 5c (Complete with Hopper)	ea. 4.95
Payout Tube 10c (Complete with Hopper)	ea. 4.95
Payout Tube 25c (Complete with Hopper)	ea. 4.95
REEL STRIPS	
Reel Strips (S.P. 236#, two cherry pay type)	set \$.90
Reel Strips (C.H. one cherry pay type)	set .90
Reel Strips (207# Gold-Award type)	set 1.50
Reel Strips (356#, five lemons first reel)	ea. .50
Reel Strips (for Vest-Pockets)	set .90
Reel Strips (for Q.T.s)	set .90
CLOCKS	
Clocks (Blue-front, Chrome, War-Eagle, etc., type)	ea. \$19.90
Large Clock Gears (Complete with brackets and springs)	ea. 3.75
Idle Pinion Gears	ea. 3.25
Small Gears (with full gear shaft)	ea. 3.25
Ratchet Post Gears	ea. 3.50
GLASS	
Jack-Pot Glass (Safety)	ea. \$.95
Jack-Pot Glass (Wire-Mesh)	ea. .95
Reel Glass	ea. .50
Escalator Glass	ea. .50
CASE-CABINET	
Chrome Club Handles	ea. \$ 4.45
Standard Handles	ea. .95
Handle Hubs	ea. 3.25
Cash Cans	ea. 1.95
Cash Box Doors	ea. 2.50
Drill Proofing (Complete six pieces)	set 9.95
Jackpots (Nickel)	ea. 17.50
Jackpots (Dime)	ea. 17.50
Jackpots (Quarter)	ea. 17.50
Jackpot Loading Chute Assemblies	ea. 1.45

Jackpot Spacers	ea. 1.00
Jackpot 25c Gates	ea. 2.50
Machine Bases	ea. 5.95
Pump Assemblies	ea. 3.95
Piston Operating Levers	ea. 1.95
Piston Operating Lever Supports	ea. .95
Piston Operating Lever Links	ea. .95
Cabinet Bolts with Nuts	ea. .15
Reel Glass Frames	ea. 2.95
Escalator Glass Frames	ea. .95
Handle Starting Lever Bracket Supports	ea. 4.95
Handle Starting Lever Assemblies	ea. 3.95
Cabinet Top Edge Plates	ea. 1.45
Slug Boxes	ea. 1.45
Mechanism Clamp Assemblies	ea. 1.95
Top Casting Locking Levers	ea. 2.45
ESCALATORS	
Nickel Escalators	ea. \$22.50
Dime Escalators	ea. 25.50
Quarter Escalators	ea. 31.50
Nickel Escalator Front Plates	ea. 3.95
Escalator Slug Chute Covers	ea. 1.00
Coin Advancing Bar Locking Levers #2629B	ea. 1.95
Coin Advancing Bar Levers #3673	ea. 2.95
Coin Bar Release Lever Assemblies 2799#	ea. 3.95
CABINETS—CASTINGS	
Hardwood Cabinets (Blue-front, Brown-front type)	ea. \$14.95
Hardwood Cabinets (for Q.T.s)	ea. 14.95
Brown-Front, War-Eagle, Roman-Head, Lower Castings	ea. 18.50
Brown-Front, War-Eagle, Roman-Head, Upper Castings	ea. 18.50
Back Top Castings	ea. 9.95
Back Doors	ea. 4.95
Price Denomination Plates 5c, 10c or 25c	ea. 1.00
Square Award Card Frames	ea. 1.95
Oval Award Card Frames	ea. 1.95
Reserve Jackpot Inserts	ea. 1.95
Jewels (for Brown-Fronts, etc.)	ea. 4.95
Jack-Pot Money Cups	ea. 3.25
Payoff Money Cups	ea. 3.25
Bell-Locks	ea. 3.50
CONSOLES	
Super Bell 5c Heads	ea. \$ 5.95
Super Bell 25c Heads	ea. 5.95
Super Bell Reel Strips	set 2.95
Jumbo Parade Scavangers (Replacement for part 505A)	ea. 3.95
Handles for Three Bells, Jumbos, etc.	ea. 3.95
MISCELLANEOUS	
Free Play Coin Chutes	ea. \$ 2.95
Pin Game Clocks	ea. 2.50
Leg Levelers and Plates	ea. .20
Leg Bolts	ea. .05
Plastic Bumpers	ea. .95
Transformers	ea. 5.00
Steel Balls	ea. .25
Glass Balls	ea. .15
Horse Separators (For Bakers and Pace Races)	ea. 12.95
Dog Stops (For Vest Pockets)	ea. .95
Rubber Plunger Tips	ea. .05
Coin Wrappers (5c box of 1000)	ea. .90

COIN
MACHINE
REVIEW

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FOR
MARCH
1945

EXPOSITION GAMES COMPANY

PHONE: WEST. 4036

989 GOLDEN GATE AVENUE

SAN FRANCISCO 2, CALIFORNIA

THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

Mr. Manufacturer:

WE HAVE definite postwar plans for the amplification of our distributing activities in the Western States. Progress and expansion go hand in hand. As distributors, we are proud of our record, past and present. We look forward to the future as a greater opportunity to serve our customers with all types of vending machines, merchandise and service. Inspired by the faith of those who have loyally patronized us, throughout our Western territory, we feel that we will continue to grow as a link between the manufacturers and the trade.

WITH THE glorious coming of V Day, you manufacturers will offer new lines. We are in the market for those new lines. Shortage of salesmen will no longer hamper consistent calls on customers. We will be prepared to stock sufficient goods, with adequate personnel, to handle the business, large or small. Let us hear from you who create the merchandise we want to sell.



**IT COSTS \$6 PER SECOND TO FINANCE THE RED
CROSS. HOW MANY SECONDS WILL YOU BUY THIS YEAR?**



R. A. PARINA & CO.

156 NINTH STREET, MArket 6292

SAN FRANCISCO 3, CALIFORNIA

COIN
MACHINE
REVIEW

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FOR
MARCH
1945

COIN MACHINE REVIEW

MARCH, 1945

The 140th
CONSECUTIVE
MONTHLY ISSUE

The COIN MACHINE REVIEW for March, 1945. Vol. 12. No. 8. Published monthly at 1115 Venice Blvd., Los Angeles 15, Calif. Fitzroy 8269. Paul W. Blackford, editor and publisher. NEW YORK OFFICE (17): Ralph P. Mulligan, 441 Lexington Ave., Murray Hill 2-5589. CHICAGO OFFICE (1): C. J. Anderson, 35 East Wacker Drive, CENTRAL 1112. Entered as Second Class Matter July 23, 1936, at the Post Office at Los Angeles, Calif., under the Act of March 3, 1879. SUBSCRIPTION RATES: \$1.00 per year or \$2.00 for 3 years. 25c per copy.

Parson's Crusade Gets Bribery Label

SANTA ANA, Calif.—“Pistol packin’ parson” Rev. Wesley G. Edwards, has been shown up, not as the pious crusader against slot machines and liquor that he claimed to be, but as a willing taker of bribes from the very people he was attacking.

He was jailed here January 17, on charges of “soliciting for the commission of a crime, to wit, bribery.” Edwards, pastor of the Free Methodist Church here, when arrested was in possession of \$100 marked bills, officers having witnessed the transaction in a garage.

District Attorney James L. Davis declared that the minister had threatened slot machine operators last summer if they didn’t come across with hush money. As a result of Edwards’ raids, slot machine operators were brought to trial. Charges were dismissed, after three trials, when the juries failed to agree.

That Parson Edwards was in the “clean-up” racket for the gravy it would provide was clearly shown when it was discovered that he had collected as much as \$3,000.00 a day from various groups to help finance his puritanic activities. In addition his files revealed letters from groups and individuals all over the country desiring to enter the clean-up work for the profits it might provide, and asking information as to how to “get under way and carry through.”

Edwards, out on \$5000 bail, insists that the whole thing is a frame-up, but attorney Davis says other felony charges will be brought against him, among them the fact that the minister offered to change his testimony at the slot machine trials for a cash settlement of \$15,000.

Bills In 9 States

LOS ANGELES—As of February 1st license bills were being considered in the legislatures of nine different states which touch directly upon the operation of coin-operated devices.

In Idaho a proposal similar to the Washington state license law was being considered. The bill would license pinballs, diggers, bells and like devices and fee would be established on a percentage basis. Law would permit payouts or awards.

In straight-laced Iowa the mixing of dancing, food, marble tables and slot machines with beer was up for consideration at the capitol. If enacted, proposed law would ban food and amusement from establishments selling the amber fluid.

Maryland has three bills on the docket for consideration of the assembly. One would license certain “mechanical games of skill and chance”; second would repeal the State license on vending machines and the third would apply the State fair trade law to vending machines.

The two bills before the Massachusetts legislature, would, if passed prevent the application of the Sunday music license law to music boxes and tax “certain machines and vending machines, except certain vending machines in use in the Commonwealth.”

Missouri legislature’s bill to license gaming devices, is, to those who have made a thorough study of these state measures, not practical.

Probably the simplest license law for licensing gaming devices is that of Montana. It is particularly favorable to licensing slots and payout for clubs.

In North Carolina’s general revenue bill, vending machines tax regulations would be amended.

Music boxes are covered by two bills in Oklahoma. One to tax installation of them at the rate of \$10.00 a year and another to repeal the existing tax on their gross intake.

Operators will be taxed an occupational fee and music boxes, venders, pinballs, etc., will be taxed if the bill in Texas goes through.

On the Cover - - -

Petite Betty Earl returns to grace this month’s cover. Betty is a professional model and was especially posed for this Saint Patrick’s Day cover of THE REVIEW by Orville Logan Snider, nationally-known cover photographer whose work in this field appears exclusively in THE REVIEW.

Idaho Considers Bill

LOS ANGELES—Legislatures are beginning to hit hard in the field of gaming devices. License laws are springing up in mushroom fashion. The Washington State bill seems to be the mother root. Covering pinball games, diggers, bell machines and like devices, it was passed in 1941 and the same idea has been simmering around in the minds of other legislative bodies ever since.

On January 17, a bill was introduced in the Idaho legislature. Like the Washington statute, it would divide the amusement machines into two general classes. The first would include any pinball machine, digger, traveling crane or similar devices, qualification being that they must have an element of skill or a combination of chance and skill, for the player. The other type of classification would be slot machines, or similar devices. The reward would be dependent completely on the chance element. Even pinball games would be included in the pay-outs.

If this bill does materialize, Idaho would be the third state to gather in revenue on some type of coin machine on a percentage of the gross receipts of the machine.

One Up For Pinballs

LONDON—England’s most spectacular crusader against pinball games on a national scale, has been Lady Astor, who is retiring from Parliament. But she lost out in her campaign. Some of the English newspapers took up the cudgel in favor of the games and arcades, so the American-born Lady dropped the fight.

Gottlieb on Coast

LOS ANGELES—Dave Gottlieb, of D. Gottlieb & Co., Chicago, left here on February 2nd after spending some time with coinmen in the West.

COIN
MACHINE
REVIEW

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FOR
MARCH
1945

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DR. 3209

For Automatic Equipment,
Parts and Supplies

PAUL A. LAYMON

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REPAIR SERVICE

for
Vest Pockets and all types of
Slots.

Repairs—Refinishing—Conversions
Over 20 Years Shop Experience
All work guaranteed.

PARTS FOR ALL SLOTS

SHATTER-PROOF GLASS FOR SALE

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541 E. 32nd Street, Los Angeles 11, Cal.
ADams 7688

**THE REVIEW HAS NEVER MISSED AN ISSUE IN THE PAST ELEVEN YEARS!!
NO OTHER COIN MACHINE MONTHLY CAN MAKE THAT STATEMENT!!**

THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

Australia To Be Big Post-War Purchaser

NEW YORK—Frank Goldberg, governing director of Goldberg Advertising Agency, Australia and New Zealand, on his recent visit here (his 12th to the United States) said: "Australia has started to plan for greatly increased postwar imports and exports; for an increase through migration of 13,000,000 in population, to a total of 20,000,000 and for expansion of tourist trade.

"Australians copy American recipes and fashions, like American films and autos, and think and feel as Americans do. The bond of interest between them has been strengthened by our joint fight in the Pacific, and by the presence of as many as 1,000,000 members of the American armed forces on Australian soil.

"Although nearly all trade between the two countries, in the past three years, has been under Lend-Lease control, some American advertisers 'invaded' Australia for the first time in this period. Australia is willing and able to buy American-made products. The Australian price control policy will clear away any fears that American business men may have of sudden inflation or deflation. For at least six months after the war ends, however, they will have to operate through the government division of import procurement. The Australian people, whose living standards are similar to the Americans, have piled up record savings. They have built up new interest and respect for things American."

During his visit here, Goldberg answered 460 inquiries from United States companies on Australian markets. The coin machine business in the States will profit by the Australian expansion, states Goldberg.

From Chicago comes the news that coin machine men there are being contacted by Capt. Robert Cohn of the U.S. Army Air Corps, now located somewhere in the South Pacific. Cohn is an official of an operating and distributing firm covering Australia and New Zealand. This organization is now making preparations for postwar trade. Their enterprises include two amusement parks in Australia and one in New Zealand. As soon as equipment can be acquired, the firm will set up three new, large arcades. Cohn is seeking used equipment from American firms, and is inquiring far and wide in this country, as to possible sources of supply. Not only will his firm be in the market when manufacturers begin to make new machines, but it will also seek connections for distributing American-made equipment in the South Pacific area.

Changemaker Coming

KANSAS CITY—The Vendo Co., five times winner of the Army-Navy "E" Award and currently engaged in the manufacture of airborne radar equipment, has developed a coin changer which will give nickels

PROFITS

A Real Money-Maker

FOREIGN COLORS

- Revamped from Mills Owl. This Game is classed as a Pinball Game—NOT a gaming device and can be operated on a \$10.00 Federal Tax per year.
- REVAMPED — LOOKS LIKE NEW — RE-PAINTED — NEW PLAYBOARD — NEW PLAYING APPEAL. WESTERHAUS QUALITY.
- This will positively be the biggest money-making revamp ever put on the market.
- SEE YOUR DISTRIBUTOR TODAY OR WRITE

WESTERHAUS AMUSEMENT CO.

3726 Kessen Ave.

Cheviot 11, Ohio

Phones: MONTANA 5000-1-2

when a dime or quarter is inserted. The production of this new gadget is awaiting only the end of the war.

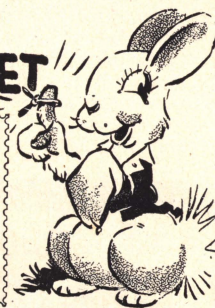
Although the main developmental work was done prior to the war, many improvements and refinements have come about through experience gained in laboratory research on war projects, and Vendo believes the new coin changer will find a ready acceptance with operators everywhere.

* * *

"If your motto was 'love 'em and leave 'em,' how come you got married?"

"I didn't leave soon enough."

DON'T FORGET



OPERATORS!

Since we insure hundreds of your present and prospective locations as Insurance Supervisors for the Southern California Tavern Association, is it not good business for you to insure with us?

Ask the Operators Who Do So!

Zeigler Insurance Agency, Inc.

541 S. Spring St., Michigan 0961

Specialists—Coin Machine Industry

Los Angeles 13, Calif.

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COIN
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FOR
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1945



Ken Brown

QUALITY MERCHANDISE IS STILL AVAILABLE

We'll admit it's a real battle to keep it rolling our way, but every month we have been adding new lines, and we are really proud of the variety of items we have available to the Coin Machine trade.

ACME REPLACEMENT PLASTICS

This line is unconditionally guaranteed for three years against breakage of any kind. We have the molded parts for Wurlitzer, Seeburg, Rock-Ola and Mills, as well as an adequate stock of sheet plastic, in red, yellow and green, for minor replacements.

ABBOTT COIN WRAPPERS

The toughest wrapper of 'em all.
'Nuf Sed!

65c PER THOUSAND
Quantity prices on request.



THE ABBOTT COLORED
TUBULAR COIN WRAPPERS

MISCELLANEOUS SUPPLIES

Wurlitzer, Seeburg Main Gears..... 6.50
6 Volt Transformers..... 3.95
Ne-O-Lite Testers..... 1.00
Trouble Lites, with 6 ft. cord..... 1.50
(At last, an all-purpose lite)

Aeropoint "111" Needles, 1-100.....ea. .46
Maestro-Point, 1-100.....ea. .25
Rip Tex, 500 ft. rolls, per ft..... .03 1/2
Alumaweld Solder and Flux,
(A miracle Flux) Kits.....1.25, 3.50, 5.00

MATCHLESS MINIATURE LAMPS, BUSS FUSES, FUSTATS, TUBES

30-DAY SPECIAL

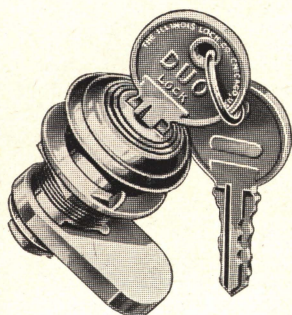
(EXPIRES MARCH 25, 1945)

24 Volt Transformers.....\$2.45

SPEAKERS: High Grade, 12" P. M. Rola \$9.75

(The best speaker you ever bought)

Watch this Space Each Month!



ILLINOIS DUO LOCKS

For all phonographs, control boxes, pin games. In ordering by mail, please state machine and model and position of lock. Registered key locks eliminate that bulky bunch of keys.

RECORD ALBUM "SPECIAL"

\$1.69

We were fortunate in buying a limited number of Strauss Waltz albums, four records each, by Shilkret's Concert Orchestra, and as long as the stock lasts, you may have advantage of this price.

FAST SERVICE ON MAIL AND PHONE ORDERS

COINMATIC DISTRIBUTORS

TEMPORARY QUARTERS

2712 W. Pico Blvd.

Parkway 9059

Los Angeles 6, California

COIN
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Patrons Slug Vendors

NEW YORK CITY—Vandalism of slugging youngsters (and that means both fists and metal discs) which has resulted in bad-mannered vending machines in the local subway stations, probed by a newspaper, has brought forth some hitherto unrevealed statistics on the size and scope of this operation. For instance:

The IRT and BMT lines have given the concession to the vending department of the New York Subways Advertising Co. which, in turn, is operating something like 6,000 machines on the platforms of the two lines. While the equipment is new, sturdy and technically good, it takes 16 maintenance men to keep the vendors in repair.

"We can't keep up with the people—mostly youngsters—who jam up the machines with slugs and everything in the world but pennies," explained Ben D. Seltzer, general manager of the vending concern. There are several other types of vandalism which interfere with the working of the machines, he said, but they weren't being broadcast "because it might give the kids ideas." Impatience is a major problem, too: Many people turn the delivery handle before the coin has dropped into place; result is, the penny is thrown into the gears.

Independent Subway station vendors are the property of Interborough News Co., whose vice-president, George Booth, reports an operation of 300 machines in only 12 stations, where before the war it consisted of several thousand vendors in a hundred stations.

In addition to general abuse of equipment, Booth pointed out that gum and

chocolate are virtually unobtainable outside the subway vendors, and when this supply is reduced impatient customers subject the machines to still further damage.

The Interborough operation is closing its coin chutes on week-ends and evenings when none of its personnel is on duty, as a means of conserving supplies of mer-

chandise and preventing some of the practices that jam machines.

Both spokesmen reported that juvenile vandalism had broken out on a bigger scale with each war-depletion of the subway police force, formerly numbering 400, which used to patrol the stations.

And both operators are trying to make amends to disappointed customers; one makes cash restitution to complainants for postage and money lost, while the other sends a letter of apology and enough merchandise to cover the cost of postage and the lost penny.

The investigating newspaper's field-man reported that about one machine in a dozen accepted coins but didn't deliver the goods, thanks to kids and a careless public.

Columbus Considers License

COLUMBUS, Ohio—The city council recently held here a public hearing on a proposal to license music boxes, pinballs and other coin machines. The proposed license fees are considered fairly reasonable by the trade, but the bill has been tabled for the time being, in order to discuss more fully the provisions that would ban minors under 17 from playing the games. Operators think that the clause referring to minors will not be practical. A feature of the public hearing on the proposal, was a large PTA representation.

* * *

A sure-footed animal is an animal that when it kicks it does not miss.

WE TAKE THE GAMBLE WHEN YOU BUY FROM US!

Any Machine We Sell Is Guaranteed to Satisfy or the Shipment Can Be Returned Within Five Days After Delivery for Full Cash Refund of Purchase Price Less the Transportation charges.

GET OUR PRICES

MILLS GOLD CHROME BELLS
MILLS SILVER CHROME BELLS
MILLS BROWN FRONT BELLS
MILLS BLUE FRONT BELLS

MILLS CHERRY BELLS
MILLS BONUS BELLS
MILLS MELON BELLS
MILLS CLUB CONSOLES

BAKERS PACERS

ALL MODELS — ALL COIN PLAYS

We Specialize in Rebuilding Mills Slots and Paces Races

SEE US FOR PACES RACES — Service and Supplies

BAKER NOVELTY CO.

1700 WASHINGTON BLVD., CHICAGO 12, ILL.

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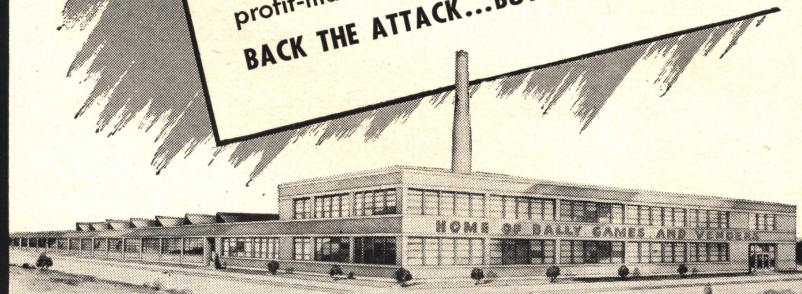
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FOR
MARCH
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Bank on Bally TO INSURE YOUR
POST-WAR PROSPERITY

Wartime achievements of the Bally
Organization are an indication of what
you can expect when peace comes.
Again, as in pre-war days,
you can bank on Bally games and
venders to be the most popular
profit-making equipment.

BACK THE ATTACK...BUY U.S. WAR BONDS



LION MANUFACTURING CORPORATION, 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS



HOME OF THE FAMOUS Bally GAMES AND VENDERS

*Distributed by Bally Manufacturing Company

THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

Profit from the World's
Largest Business

**Shipman's Coin-Operated
Postage Stamp Dispensers**

We Have Them in Stock—\$29.50

— SEE —

PAUL A. LAYMON
DISTRIBUTOR

1503 West Pico Los Angeles 15

Post-War Streamlining Will Antiquate Present Equipment

"Most of the numerous reasons for modernizing coin-controlled equipment, are similar to the reasons for modernization of any manufactured article. Arguments for modern design in the entire group of coin machines may be divided in three rough classifications:

- (1) Reasons pertaining to public acceptance.
- (2) Benefits to operator or dealer.
- (3) Manufacturing advantages.

"The sheer modern appeal of the sweeping lines of efficient airplanes, trains, racing automobiles, has made very popular the term 'streamlined.'

"We can feel sure that there will be some new process introduced to the coin machine industry within ten years: increased production will permit the use of different design forms as well as the use of more beautiful metals, plastics, and finishes."

George Walker, style industrialist, expressed the above truths during an interview in 1937. The past eight years have brought some of the streamlined improvements, which he prophesied, but it will not be until after the war, that the real revolutionary changes will take place. With a release of the materials, now being used for war production, to the coin machine

manufacturers of the nation, there will be a vast change in equipment, both in the amusement and service fields.

With this fact facing manufacturers, distributors and operators, it becomes an essential part of present-day wisdom, to think seriously of the future. The post-war era will bring the materialization of new ideas, now evolving in the minds of those who are responsible for the creation of coin machines.

Manufacturers, who switched from making coin machines, to war production, will revert back to their original products, with a greater realization of the need for as carefully precisioned work on coin machines as was demanded for war products.

Just as the trend, in the last decade has been toward sleeker styles, artistic in appeal, both in decoration and lighting, and greater efficiency in operation, so will this trend, in the coming years, be brought into sharper focus, with more beautiful and more ultra-modernized equipment. It has been proven that the public eagerly patronizes machines, with designs that dramatize their function.

Up-to-the-minute operators, for sound business reasons, will need and want the improved post-war machines. And it is for this reason, that the wise man will look beyond the *now*.

Profits have never been greater, for the

operator, than they are today. The sun is shining and he is making plenty of hay. But, is he fortifying himself, financially, against the time when new investments will have to be made, to keep in step with the march of progress?

The machines of today will eventually become obsolete. The transition into this new set-up, will, necessarily, be gradual. But the change will not bring loss to anyone in the business. The rest of the world will serve as a market. Equipment discarded in this country will find a ready market in other parts of the world.

Europe, Canada, Australia and South America are practically virgin fields. Before the war, the leading buyers from the United States were England, France and Canada, but not to any large extent.

This country leads in the production and operation of coin machines. As a writer in a Los Angeles publication has said, "Com-

—TURN PAGE

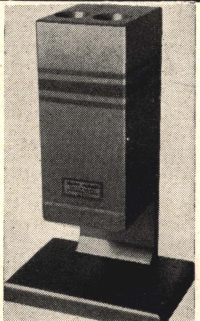
**NICKLE
NUDGERS
Lightning
Change
Maker**

\$9.85

—SEE—

**Paul A.
Laymon**

1503
W. Pico
Los Angeles
15



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Buy War Bonds



THE

LAST

WORD

FOR POSTWAR

ABT

Manufacturing Corporation

715-723 NORTH KEDZIE AVENUE • CHICAGO 12, ILLINOIS

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Information **FREE!**

Write **MILLS NOVELTY COMPANY** 4100 Fullerton Avenue
Chicago, Illinois, for latest Coin Machine Information

pared with any other country on the face of the globe, the United States leads in almost anything.

"For instance, in the matter of automobiles, France shows one car to 25 persons, England shows one to 25, Germany one to 55, Italy one to 109, and the United States one to every 5 persons.

"We, in this country, own 60% of the telephones in the world. We own 44% of the radios. We have twice as many homes, per thousand of population, as compared to the most cultured countries in the world.

"With only 6% of the world's area and only 7% of its population, we consume, in normal times, 48% of the world's coffee, 53% of its tin, 56% of its rubber, 21% of its sugar, 72% of its silk, 36% of its coal, 42% of its pig iron, 47% of its copper and 70% of its petroleum."

With these optimistic facts before them, no one in the coin machine field, need ever worry about the future and what changes it may bring, for they will mean greater and greater prosperity.

Arcades Closed

HOLLYWOOD—As the result of citizens' angry protests, and a united civic demand that Hollywood be "cleaned up," three penny arcades were recently closed by the Police Commission.

Representatives of 40 Hollywood civic groups, churches, schools, P.T.A., and business men's and women's organizations, appeared before the commission.

City attorney Ray Chesebro had recommended that all penny arcades "and notorious night spots" permits be revoked.

John B. Kingsley, president of the Hollywood Chamber of Commerce, told the commission that by the wholesale granting of permits it had created a condition intolerable to decent citizens and a disgrace to the city at large. He said that he had visited the penny arcades with a minister and had viewed disgusting "strip tease" films from which school children were not banned.

Boy Designs Theft-Proof Box

CHICAGO—A boy named Blackie was caught stealing quarters, from coin-operated washing machines in local apartment basements, amounting to more than \$900. The boy was brought before the kindly judge of the Boys' Court. The crime was a felony.

"Why did you steal and what did you do with the money, Blackie?" asked the judge.

"I'm so poor. I've always been poor. I just wanted to have a little fun and buy hamburgers for us kids and take in the movies."

"Blackie, I'm going to give you a chance to work out some plan to pay back that money. You can think it over in jail for awhile."

In a few days Blackie was before the judge and handed him a crude drawing. "This is a sketch of a burglar-proof coin box," he said. "No one can open it." And no one could. It proved to be perfect, the company withdrew its complaint and Blackie was freed on probation.

*There is no substitute
for Quality
Quality Products Will
Last for the Duration
D. GOTTLIEB & CO.
CHICAGO*

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Soundies MUSICAL MOVIES

Here is customer appeal that assures the best in coin-operated amusement. Famous singers and dancers, top-flight bands, outstanding hit tunes—all creating a tremendous "pulling power."



Prepare *now* for Post-War's greater profits with these 3-minute, professionally - made 16 mm films. Get the music sensation of tomorrow—today! *Many territories still open.*

SOUNDIES DISTRIBUTING CORP. OF AMERICA, INC.
209 W. Jackson Blvd. Chicago 6, Illinois

CENTRAL OHIO COIN QUALITY BUYS

"THERE IS NO SUBSTITUTE FOR QUALITY"

PIN BALLS

AIR CIRCUS	WRITE
KNOCKOUTS	WRITE
BIG PARADES	WRITE
5-10-20	WRITE
KEEP 'EM FLYING	WRITE
VELVET	\$69.50
4-DIAMONDS	59.50
ZOMBIE	69.50

MAJORS 41	69.50
ALL AMERICAN	49.50
STRATOLINER	45.00
MILLS 1940 1-2-3	89.50
A.B.C. BOWLER	69.50
GUN CLUB	79.50
SPORT PARADE	49.50
BELLE HOP	69.50

MYSTIC	49.50
DIXIE	39.50
METRO	39.50
TEN SPOT	69.50
TWIN SIX	69.50
SCHOOL DAYS	52.50
SEA HAWK	55.00
MILLS OWL	99.50



Woolf Solomon

REVAMPS

WESTERHAUS	
Marines at Play	\$209.50

WESTERHAUS	
Invasion	\$165.00

BELL'S	
FLYING TIGERS	\$209.50

BELL'S	
PIN UP GIRLS	\$209.50

CONSOLES READY FOR LOCATION

Triple Entries, late 9 coin	\$159.50
Past Times, late 9 coin	229.50
Track Times, 38 A-1	125.00
Kentucky Clubs A-1	109.50
Jumbo Parades, C.P. Late	129.50
Bakers Pacers, D.D. Late	299.50

Bally Club Bells, Comb. Late	299.50
Bally High Hands, Comb. late	199.50
Jumbo Parades F.P. A-1	99.50
Track Odds, late D.D. J.P.	WRITE
Mills 3-Bells, A-1	WRITE
Mills 4-Bells, A-1	WRITE

4-Way Super Bells, C.P.	WRITE
2-Way Super Bells, C.P.	WRITE
5c Bobtail or Silver Moon Totalizer	119.50
10c Bobtail Totalizer	159.50
25c Bobtail Totalizer	179.50
Watling Big Game F.P.	99.50

ARCADE EQUIPMENT

AIR RAIDERS	\$219.50
RAPID FIRES	209.50
DRIVE MOBILES	WRITE
BALLY DEFENDER	WRITE
PANORAM	399.50
MUTO PUNCHING BAG	WRITE
ROTARIES	189.50

TEST PILOT	\$209.50
CAREER PILOT	225.00
NEW SEE A FREAK	109.50
2 PHOTOMATICS	WRITE
VOICE RECORDER	WRITE
4-GUN RIFLE RANGE	WRITE
KEENEY SUBMARINES	199.50

2 KNOTTY PEEKS, Stand	WRITE
ANTI-AIRCRAFT GUNS	89.50
CHICAGO COIN HOCKEY	225.00
SKY FIGHTER	WRITE
GOTTLIEB SKEEBALLETTE	99.50
CARD VENDORS 1c-2c	65.00
JENNINGS BARREL ROLL A-1	149.50

35 MILLS VEST POCKETS, PLUS AND METERED
BLUE AND GOLD, like new..... \$59.50 ea.

ONE BALLS, PIMLICOS, CLUB TROPHIES, 41 DERBIES,
SANTA ANITAS, LONG SHOTS.....WRITE

SLOTS—WRITE, WIRE or PHONE for prices

5-10-25c BLUE FRONTS
5-10-25c CHERRY BELLS
5-10-25c GOLD CHROMES
5-10-25c SILVER CHROMES

5c SILVER CLUB CHIEF
10c SILVER CLUB CHIEF
5c CLUB SPECIAL CHIEF
10c SILVER MOON CHIEF 3/11

BOX STANDS, BARS, LOCKS	\$ 22.50
HEAVY DOUBLE SAFE	139.50
DOUBLE SAFE, comb. lock	69.50
SINGLE SAFE, comb. lock	49.50

1/2 CERTIFIED DEPOSIT WITH ORDERS

CENTRAL OHIO COIN MACHINE EXCHANGE

514 S. High St., Columbus 15, Ohio

PHONES ADams 7949, ADams 7993

COIN
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REVIEW

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FOR
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1945

"Business Week" Comments

NEW YORK—Every once-in-a-while the Coin Machine Industry gets a nod from one of the stiff and staid business papers in the nation and in an issue several months back "Business Week" undertook the job of reporting just what the knights of the coin chute are doing and what the post-war years might produce.

Said "Business Week": "Manufacturers are cagey about revealing post-war plans, but finance companies working closely with important factors in the field reveal that the coin-operated refrigerated vending field

will see tremendous expansions. Soft drinks, ice cream and dairy products will be vended in packages, bottles and in the bulk. Money-eyed-boys say a 20 to 30 per cent expansion in this field will be tallied in the first two post-war years."

"Business Week" relates that 70 per cent of the operations in this country are one-man affairs. "There are some big operators such as Automatic Canteen Co. of America, but in 1942 there were 30,000 part timers and 25,000 full timers operating machines," the business paper relates. Figures are credited to 1943 statistics and fail to jibe with industry figures.

"The 125,000 modern cigarette vendors in use today account for 10 per cent of all cigarettes sold," continued the magazine. "In eastern areas it is more than 11 per cent."

L. A. Wages Up

LOS ANGELES—Industrial wage earners in Los Angeles County received a record-breaking total of \$1,122,000,000 in annual wages last year, an increase of \$1,000,000 over total annual wages in 1943, despite the fact that the average number of factory wage earners employed during 1944 was 35,100 below the average for 1943, the State Division of Labor Statistics reports.

Average number of wage earners in

county last year was 419,100 and average weekly earnings were \$54.56, an increase of 8 1/2 per cent over 1943.

London Firm Gives Plans

LONDON—The big manufacturing firm, Hawkins, Ltd., engaged at the present time in turning out war materials, has just announced that it has gigantic plans for producing amusement machines, including coin-operated devices, after the war. The firm boasts of having assets unequalled by any similar European organization, and has a very modern plant at Blackpool. It is planned to produce many types of machines that can be used by the amusement trade, among them pinball games and music machines.

* * *

"Why is it so hard for a striptease artist to learn how to knit?"

"Because she has been taught to drop every stitch."

* * *

Fiction: It can't hold a scandal to biography.

PIN-BALL GLASS

High Quality—3/16" crystal—available in all popular pin-ball sizes.

20x42—Case of Nine	\$13.50
21x41—Case of Eight	12.00
21x43—Case of Eight	12.00
23x47—Case of Seven	13.00

\$5 per case deposit with order, balance C. O. D.—F. O. B. Baltimore.

IMMEDIATE DELIVERY.
ORDERS SHIPPED SAME DAY.

ART. NYBERG

CALVERT SALES CO.

COIN OPERATED EQUIPMENT
708 N. Howard St. Baltimore 1, Md.

CHROME COIN CO.
4630 WEST NORTH AVENUE
MILWAUKEE 8, WISCONSIN

★ Write, Wire or Phone ★

Custom
COIN-BELL
Conversions

BACK GLASSES

for

Bally THOROBREDS
Keeney SUPER BELLS
Etc.

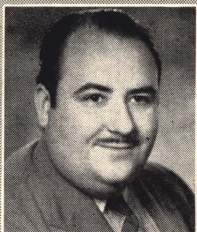
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THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!



Trade Talk

by

PAUL W. BLACKFORD

When you and I were little boys the rabbi, minister or priest in our communities were respected individuals who seriously shouldered the activities they had dedicated their lives to, and enjoyed satisfaction and full payment from the cheer, comfort and spiritual consolation they could distribute among the members of their flocks.

Such well-intentioned men still exist by

the hundreds of thousands but every once in a while a black sheep will crop up who will use the cloak of christianity and the Holy Book to cover a multitude of nefarious acts that besmirch the particular church of which he is an affiliate and cause all of us to exclaim "how come"?

Members of the clergy have considered it part of their supervisory activities to see that sin and temptation do not exist in reach of their parishioners. That's all very well, but when said member of the clergy extends his hand from under the back of his cloak and says, "Fill it brother and I'll clam up," and approaches another minister of the same faith and relates: "Brother, we must clean up this mess. The boys have raised thirty grand to fight me. You can go in and get some of this money, too, and everything over fifteen grand you collect is yours."

Doesn't sound like members of the clergy does it? But evidence bared in the current case involving a crusading pastor of Santa Ana, California, has brought forth these startling claims. Last summer the pastor started out to "clean up" Orange county and picked slot machines as the major evil when the town was over-run with prosti-

tution catering to the huge air base near by. In a series of court hearings the pastor lost out, but his enthusiasm for "the cause" was not lightened and his subsequent activities to clean up "gambling and liquor interests" brought him a charge of bribery when he was caught with marked bills and charged with attempted extortion.

This might seem like a localized story to you and one not worthy of treatment in a national publication, but that's where you're wrong. The Reverend started something and the reverberations have echoed 'way back to the Atlantic seaboard. After his initial publicity and the newspaper accounts of his activities, the Reverend received letters from all over the country from interested individuals and groups desirous of "cleaning up" their particular localities and asking for an outline of his program so they could proceed as profitably and as effectively.

The Bible says: "By their works ye shall know them" and so it behooves operators and operating groups throughout the country to be watchful for the activities of such individuals and dig deep into the motives that provoke such unwarranted and unnecessary attacks on our industry.

* * *

Once again the Red Cross appeal is being made, but this time with the knowledge that the next twelve months may be the most crucial of all. For whatever turn the war may take, we Americans will have a towering job ahead. Among our greatest tasks will be that of continuing to provide the high front morale so necessary to men on the battle fronts. Another will be provision for the men who come back from the war, whether they are maimed or whole. Still a third great task will be giving aid and assistance to a world of suffering human beings whose lives have been blasted by war's devastation.

The Red Cross has been entrusted by the American people with a Herculean responsibility for both the boys on the battle fronts of the world, and the torn and bleeding civilian populations. Even though the responsibility is of a magnitude not even envisioned in the past, the Red Cross will do all possible to meet its obligation.

In this task it *must* have the full support of the Coin Machine Industry and the Nation in the 1945 Red Cross Fund Campaign. We must keep faith with our men in uniform, with their families at home and with those human beings throughout the world who turn to us for aid. No sacrifice on our part is too great.

Give more . . . give now to the American Red Cross!

COIN
MACHINE
REVIEW

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FOR
MARCH
1945

**If You Want
to Buy
COIN WRAPPERS, COIN
CHUTES and SUPPLIES**

— SEE —
PAUL A. LAYMON

DISTRIBUTOR
1503 West Pico Los Angeles 15

SPECIAL • Immediate Shipment • SPECIAL

1 TURF KING, C. P., Excellent Condition.....	\$495.00
1 Keeney FORTUNE, C. P. F. P., Very Clean.....	275.00
1 CHALLENGER, C. P. F. S., Never Used.....	175.00

6SC7 TUBES

95c ea.

Lots of 10

WURLITZER MAIN GEARS

—FIBRE—

\$7.50 each

PERMO POINT NEEDLES

"NEW ROUND"

33c Each
LOTS OF 100

HARRY WILLIAMS' LATEST REVAMP

Remember
"KNOCK OUT"?

FLAT TOP

Remember
"SKY CHIEF"?

SHIPMENT MADE SAME DAY ON RECEIPT
OF 1/3 DEPOSIT

\$250.00

WILL BUY THE FOLLOWING GAMES. ADVISE HOW MANY YOU HAVE.
WE WILL MAIL DEPOSIT.

Attentions	\$45.00	Silver Skates	\$35.00	Mascot	\$20.00
Do Re Mi	50.00	Zombie	50.00	West Wind	50.00
Duplex	50.00	Leader	40.00	Stars	45.00

EASTERN SALES COMPANY

SERVICE RELIABILITY COOPERATION

Fred Iverson

Culver 5278

John Bilotta

1824 East Main Street, Rochester 9, New York

Billiard Hall Operators

New, and like new, reconditioned
regulation size

BRUNSWICK

and Our Make,

POOL TABLES

Clean rail tops, with or without
slot. With pre-war Monarch—also
Willie Hoppe—Cushions, with new
equipment.

Ten Thousand Dollars Worth of
Billiard Supplies

Write Us. We save you real money

Dixie Vending Machine Co.

K. Hilal, Mgr.

ANNISTON

ALABAMA

THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

Silberman With Williams

CHICAGO—Harry Williams, president of Williams Manufacturing Co., recently announced the appointment of Albert A. Silberman as head of the company's war production activities. Silberman also will be in complete charge of the Radar division. Formerly associated with the Rock-Ola Mfg. Co., Silberman has been well known to the Coin Machine trade for many years.

"Since joining our organization, Silberman has become an important factor in speeding production of Radar equipment," Williams said. "He was instrumental in designing and putting into effect new and improved methods for the making of vitally needed equipment for the Navy. As a result, the precision work we are now turning out has won high praise from Naval inspectors."

"It is a most satisfying experience to be a part of the war effort in my new capacity with Williams," declared Silberman. "Thanks to Harry Williams' cooperation, I have been able to fully apply my knowledge and experience in production to the all-important task of turning out material that is playing a big part in our Naval victories all over the world. Any praise gained for the job we are doing is to be shared equally by all officials and employees, who are devoting a full day's work, every day, to final Victory."

Major production efforts of the Williams organization are currently concerned with the making of Radar equipment exclusively. Production facilities now occupy an area equal to a square city block, it is reported.

AOA Guards Arcade Welfare

NEW YORK—Continued vigilance on matters affecting the Arcade industry, is the over-all policy of the Arcade Owners Association of America and when it was learned that Paramount Pictures was using an Arcade in a current production, AOA attorney Herman Brothers was instructed to contact the studio and ascertain the manner in which the arcade would be used, or presented.

The following letter was received from Paramount: "We checked with our studio regarding our use of a Penny Arcade as one of the locations in, *Cheezit, the Corpse*. We have received assurance that this picture does not show the arcade as contributing to juvenile delinquency. Nobody connected with the arcade in the picture is associated with the murderer, nor is the place a hangout for crooks."

BUY AT SOUTHWESTERN YOU MUST BE SATISFIED!

FIVE BALL FREE PLAY MARBLE GAMES

ABC Bowler	\$64.50
Big Time	39.50
Boloway	69.50
Bosco	84.50
Belle Hop	69.50
Four Roses	49.50
Four Diamonds	55.00
Gold Star	42.50
Gun Club	82.50
Horoscope	59.50
Jungle	74.50
Legionnaire	49.50
Major '41	49.50
Miami Beach	64.50
Pan American	35.00
Salute	44.50
Sluggo	59.50
Seven Up	59.50
Ten Spot	54.50
Wow	35.00
Yacht Club	25.00
Yanks	99.38
Zig Zag	69.50

Hundreds more to choose from

SOUTHWESTERN VENDING MACHINE COMPANY

2833 W. Pico Blvd., Los Angeles 6, Calif.
RO. 1421

*Security as furnished
to the coin machine trade*

HERCULOCK—the new V-point lock for coin machines

HERE'S a new brand of trouble for the lock picker. At the same time, less trouble for the collector, and a lot more protection for the operator and the location.

This improved ILCO Pick-resisting Lock No. 4080N is harder to pick or break, easier to open with the correct key, and insures a longer life of trouble-free service. It is an investment that pays prompt dividends in increased collections and reduced maintenance costs.

As Advertised in 1937

Herculock embodied all the "brain and brawn" features that had proved effective in resisting lock pickers and smashers. Demand was instantaneous — thousands of Herculocks were sold before Pearl Harbor . . . and are still giving faithful protection on coin boxes everywhere.

**INDEPENDENT
LOCK CO.**
FITCHBURG, MASS.

In the form of bomb, artillery, and rocket fuzes of which Ilco has made more than 13 million.

*As furnished to
the Armed Forces
1941—194X*

Herculock Security

*Will be Ready for you
after Victory*

No. 4750 — HERCULOCK — Maximum pick-resisting design. "Shark Tooth" keyway. Double sided key with shoulder. Extra heavy spur washer, retaining screw and key. Cam movement 90°

This
Production Award Pennant
now carries Three Stars



Independent Lock Company
Fitchburg, Massachusetts

COIN
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THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

Peanut Popularity Up Peanut Supply Down

Peanuts have reached a popularity peak, in recent years, that has never been equaled, according to the latest official reports of the peanut industry.

War has not only multiplied the demand for them, but has educated millions of our people to their value as a highly concentrated food of low cost.

Operators of peanut machines have profited by this wide-spread consumption. They will continue to profit through the peanut industry's future plans, which include spending \$900,000 the next three years on a program of research, publicity and advertising designed to expand civilian consumption of peanuts and to prevent a

slump in consumption, which happened after World War I.

Part of the industry's program will also be the study of vitamins in roasted peanuts and establishing new methods of insuring high vitamin retention and passing on this knowledge to the public.

Due to wartime shortage of other foods and lack of competition of imported nuts, the peanut acreage in this country increased in 1944 to 4,700,000 acres, three times greater than in 1939. Production in 1943-44 was 2,561,610,000 pounds compared with 961,018,000 in 1939-40.

The War Food Administration has recently issued orders requiring shellers to set aside for military use 50 per cent of their remaining stocks and subsequent purchases of 1944 crop of Spanish-type peanuts and 30 per cent of Runner type peanuts.

These supplies are required for the manufacture of salted peanuts and peanut butter, and in the peanut component of Army-type C rations. The quantities to be set aside, plus the volume already designated for military use, is the equivalent of about 25 per cent of the 1944 Spanish crop and 20 per cent of the Runner crop. About 45 per cent of the Virginia crop has already been earmarked for military use.

The setting aside of Spanish peanuts is expected to yield more than 80,000,000 pounds of shelled goods, and the Runner peanuts more than 40,000,000 pounds.

After the war the U.S. growers will have to compete again with imported nuts. In order to combat this situation the National Peanut Council, Atlanta, Georgia, is working to maintain the present acreage and production, through the improvement of the peanuts' quality and expansion of the market.

Tom Mellos, Los Angeles distributor of peanuts over five Western states, is optimistic about the postwar set-up. "American peanuts are the most popular with the operators," he states, "and they are getting better every year. Operators will surely cash in on the extensive publicity peanuts are getting as a food, and it might not be a bad idea for them to take advantage of that angle. They could draw in new customers, who otherwise would not eat peanuts, by calling attention, through a printed slip on the machine, to the vitamin value of the nuts. People are becoming more vitamin conscious every day and from all that I can gather through reading, a penny's worth of peanuts holds plenty of vitamin strength.

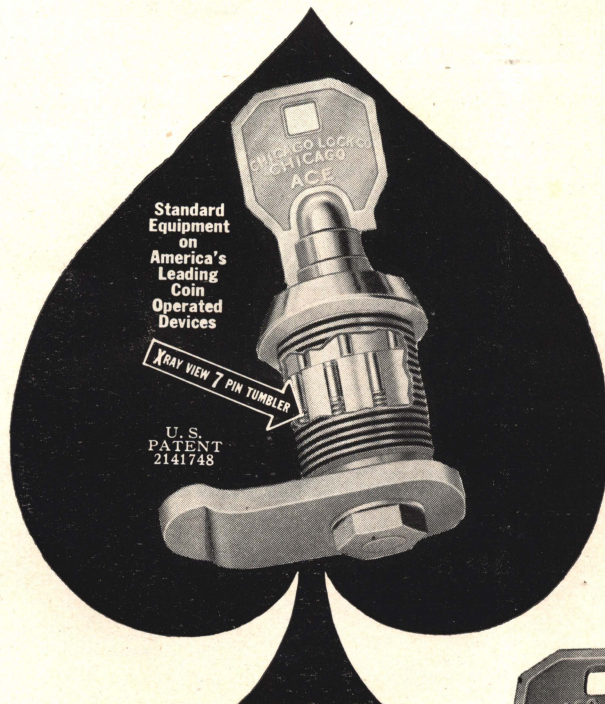
"While our country is only fourth in peanut production, they outclass those from China, Africa and India in popularity. One of our boys in the service wrote that the British boys he has met declare they have never tasted peanuts as flavorful as those from the U.S. He also said that a ration case was rifled in New Guinea and all that was taken were peanut butter and salted peanuts."

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The "ACE" of All Locks Chicago "ACE" Lock



—because it represents the "ACE" development in lock and key construction

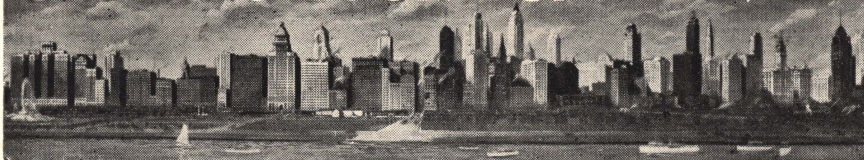
Investigate — ask your Jobber — and remember, there's a CHICAGO Lock for every need . . . and . . . all CHICAGO Locks assure . . . "UTMOST PROTECTION."

SORRY—but for the duration we can only partially fill civilian orders on Priority Rating Basis.



Famous "ACE" Round Key

CHICAGO LOCK CO. 2024 N. RACINE AVE.
CHICAGO, ILL.



Coin Operated Machines of All
Kinds for Locations on Commission
Basis

Brill Amusement Company

Statewide Operators of the "Photo-
matic" Photo Machines
311 No. Reno St.
Los Angeles 26, Calif.
Phones DRexel 5831—Hillside 9211
At Your Service
TONY BRILL JACK MORGAN
HAROLD BERMAN

**Immediate
Delivery**

ABT COIN CHUTES
Mills Vest Pocket F.P.,
etc.

— SEE —

PAUL A. LAYMON
DISTRIBUTOR

1503 West Pico Los Angeles 15

THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

In Merchandise Vending— Patience Is The Watchword!

By E. C. McNEIL

"You've Got Us Fenced In", might well be the theme song of the boys who are operating the cigarette and candy machines today.

They're in a tough spot—most of them, and there isn't a darned thing any of them can do about it. I'll wager that none of them has ever before indulged in so much wishful thinking, so much hope and maybe a prayer has been sneaked in occasionally. No good getting mad, champing at the bit, tearing the hair. Patience is the watchword. And the Western States are in exactly the same predicament, going through the same trials and tribulations, as the rest of the country.

I'm an operator myself, today, in a small way, just to keep Mister Wolf from getting too close, but am in no way competing with the former customers I served when I was

able, as distributing representative of the National Vendors Inc., of St. Louis, to get equipment. I still am associated with that company, which is at the present time manufacturing war materials.

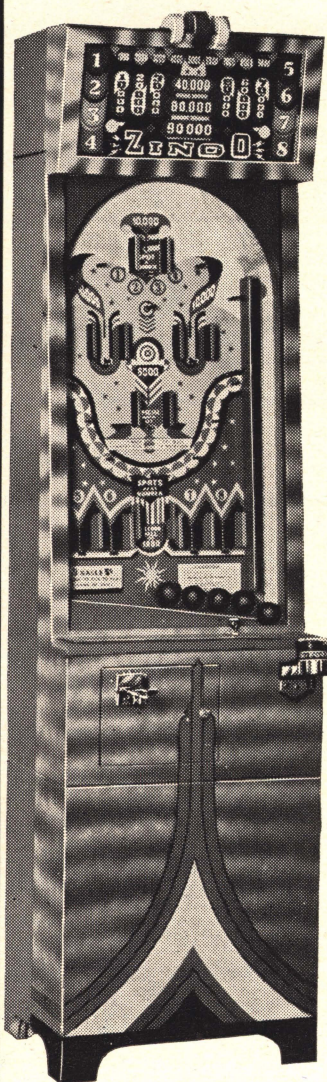
At present I have 100 machines in the California Shipyards. Before the war very few industrial plants had machines, but due to the labor shortage, the plants are doing everything they can for the welfare of their employees and how they do eat up the machine service.

The shortage of merchandise is pitiful. Operators have 60 per cent less quota in cigarettes and 75 per cent less in candy. 75 per cent of their machines are idle. In normal days if one location proved poor, they put two machines in a good location, but it wouldn't make any difference today if there were ten machines in one location.

Today the boys just turn over what cigarettes that they can get hold of, and while the machines stand empty and forlorn, the men who were happy over being saved so much time and labor, in the old days, by having machines in their places of business, sell them over the counter, and see that their regular customers are taken care of. Their main object is to try, in a small way, to keep them satisfied until happy days are here again.

The cooperation of locations has been marvelous, even to the extent of refusing to take any commission. In some instances operators have been saved from \$500.00 to \$800.00 a month through this generosity. It has actually been responsible for some of the small operators staying in business. And it's a tip for operators, who haven't thought of this. I think that they will find a ready response if they put the proposition up to their clients. Operators around here tell me that 80 per cent of the locations they service are satisfied without commission. If the public only cooperated half as well as these men who are playing fair with operators and customers, it would add another glimmer of light to a dark situation.

—TURN PAGE

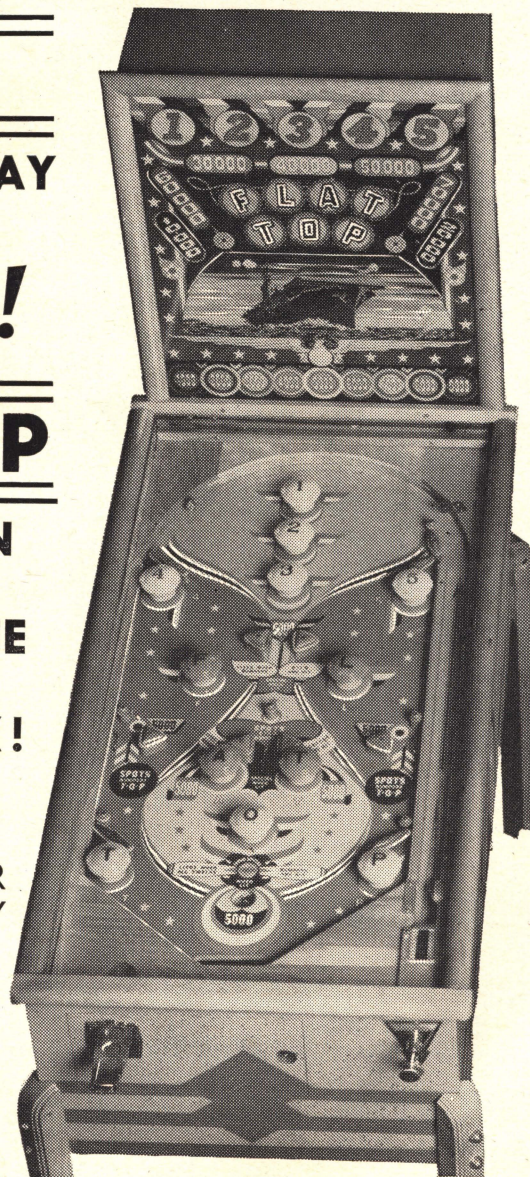


ZINGO
UPRIGHT FREE PLAY
PIN GAME
The Game with !
Lasting Quality!
Converted from Broadcast or Crossline

FLAT-TOP
WILL OUT-EARN
ANY 5-BALL
FREE PLAY GAME
OR YOUR
MONEY BACK!
Converted from Attention

SEE THEM AT YOUR
DISTRIBUTOR TODAY
OR WRITE

WILLIAMS
MANUFACTURING CO.
161 West Huron Street
CHICAGO 10, ILLINOIS



COIN
MACHINE
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THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

I understand that the National Association of Tobacco Distributors is putting on a campaign to educate the public to learn to like brands of cigarettes that are not their favorites and to accept them smilingly. I doubt whether it will be successful. So far, people have not shown much sportsmanship. Despite conditions, of which they are well aware, they want what they want when they want it. I wish they could be rationed, but there is no way of regulating the public as far as machines are concerned.

It's amusing and pretty annoying, too, to hear operators I've talked to, tell how people, who, in pre-war times acted in a well-bred fashion, now perform when standing in line before a machine. Some of them mutter and sputter, glower, shove and act just like crowds do when they're trying to get on an over-loaded street car. But they, like the rest of us, cannot do one single thing about it.

One thing small operators have been up against, and that is jobbers who favor their friends in handing out merchandise. Jobbers are human, of course, and it is instinctive to lean over to those they know well and like. But it really behooves every one in the game to be fair all the way down the line. Large operators are in luck, be-

cause their financial status enables them to deal directly with the manufacturers. But the smaller operators dominate the national field. For example, in Los Angeles there are about half a dozen operators who are operating from 500 to 2,500 machines.

I've had a lot of inquiries from returned servicemen about getting into the business. I have to be honest with them about conditions and when I get through their ardor cools and they decide that they'd better wait until later. Few Routes are for sale. Occasionally small operators get a chance to enlarge their business and large operators, sometimes, take over small routes.

The vending machine business is really a young man's business and this is no reflection on the intelligence of the older men who have taken their place. This is particularly so in the servicing end of it, which requires fast work, a lot of energy, and adequate physical strength. With lack

of sufficient help operators are losing a good deal of money in time lost.

What will the situation be a year from now? How can anyone prophesy? Here's where hope springs up again. We hope, yes, we hope (soft music, please) that Germany will be cleaned up by then. That will mean some of the boys will be coming home and there won't be so many cigarettes and so much candy going overseas. We hope that manufacturers can some day soon start making machines again and we hope that the Coin Machine Show can be held in Chicago next January and maybe (this is just a whisper) there will be models of those streamlined machines the manufacturers hope to put out in the future. Right now—well, I'll say again—Patience is the watchword.

The Fastest Money-maker In the Business

LAS VEGAS

Coming Soon!

COIN
MACHINE
REVIEW

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FOR
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OPERATORS ALL OVER THE COUNTRY SAY—

“ **MARINES IS THE
GREATEST MONEY-
MAKER TODAY!** ”

MARINES

A BEAUTY With Lots of
PLAYER APPEAL

REVISED PLAYING
FIELD!

FREE BALL FEATURE! JACK POT FEATURE!

See it at your distributor on display or write

WESTERHAUS AMUSEMENT CO.

3726 KESSEN AVENUE

Phones MONTana 5000-1-2

CHEVIOT 11, OHIO



Arcade Machines For Sale

	Each
2 Keeney's Anti-Aircraft Guns.....	@ \$ 89.50
2 Rock-Ola 14-Ft. Bowling Alleys.....	@ 100.00
2 Mills Punching Bags, Complete.....	@ 189.50
3 New Bags.....	@ 14.50
2 New Bladders.....	@ 3.00
28 Exhibit View-a-Scopes.....	@ 27.50
15 Grippers.....	@ 15.00
7 Pikes Peaks.....	@ 19.50
5 Electric Shockers.....	@ 15.00
2 Miniature World Champion Baseball Games.....	@ 12.50
4 A.B.T. Target Skills.....	@ 25.00
1 A.B.T. Fire & Smoke.....	@ 27.50
1 Bomb Hit.....	@ 17.50
2 Match-a-Pak Cigarette Machines.....	@ 12.50
2 I-O-U Dice Games.....	@ 12.50
1 Indian Dice Game.....	@ 12.50
1 Texas Leaguer.....	@ 49.50
1 Mutoscope Hockey.....	@ 65.00
1 Exhibit Hi-Ball.....	@ 89.50
1 Mutoscope Card Vendor, 2c Floor Model.....	@ 37.50
1 Exhibit Foot Ease.....	@ 85.00
4 Little Gypsy Fortune Machines.....	@ 12.50
2 Wizard Fortune Tellers.....	@ 17.50
1 Kicker & Catcher.....	@ 27.50
8 Exhibit Post Card Vendors.....	@ 12.50
12,000 Assorted Cards @ \$2.75 Per Thousand.....	@ \$ 12.50
1 Parkett.....	@ 17.50
1 Home Run Ball Gum.....	@ 99.50
3 Exhibit Advice Meters.....	@ 132.50
3 Exhibit Wheels of Love Meters.....	@ 132.50
3 Exhibit Love Meters.....	@ 50.00
5 Mutoscope & Exhibit Diggers.....	@ 65.00
1 Caille Weight Lifter.....	@ 169.50
1 Grootchen Metal Typer.....	@ 40.00
1 Mills 1c Vest Pocket Slot.....	@ 32.50
1 Pace 1c.....	@ 15.00
1 Mills 5c Slot, for Parts.....	@ 100.00
1 Rock-Ola World Series Baseball.....	@ 100.00

Machines have been repaired and painted. If interested in entire lot make an offer.

PERKINS VENDING CO.

Phone 7-4514

730 College Street Jacksonville, Florida

THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

SETTING RECORDS

for Smooth Performance

UNIVENDOR operators everywhere are praising the dependability of these fine candy vendors. They write us that their UNIVENDOR machines are tops for long life and the freedom from bothersome mechanical troubles. That's especially good news to us because it justifies the extra care and skill that went into the making of those UNIVENDORS.

The postwar UNIVENDOR will live up to this tradition of quality.

Right now, as throughout the war, Stoner's full capacity is devoted to producing vital materials for our armed forces. Naturally, this valuable experience in precision work will be reflected in even greater mechanical perfection in the UNIVENDOR we'll make after Victory.

So watch for the beautiful new UNIVENDORS to come . . . and keep buying more and more War Bonds.



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Univendor



STONER MFG. CORP.

Aurora, Illinois



THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

What's Going on? in the UNITED STATES

PHILADELPHIA—May 4 has been set as the wedding date for Sid Bernstein and Rosalie Barry, former show girl at Jack Lynch's Walton Roof here. Sid operates music machines.

DETROIT—The new addition at the home of Max Lipin is a son, born January 20th. Max heads Allied Music Sales Co.

NEW YORK—Sam Sachs, of Acme Sales, had an unpleasant experience recently when two thugs stuck him up and relieved him of \$35 while he was visiting a plant in Brooklyn.

PHILADELPHIA—Rake Coin Machine Exchange will be occupying expanded quarters in a three-story building at 609 Spring Garden Street after March 1st.

BUFFALO—The Rudolph Wurlitzer Co. sponsored a coast-to-coast Lincoln Birthday

program on February 12th over 100 stations of the Mutual network and thus became the first coin machine manufacturer to sponsor a national network program. Program was thirty minutes in duration and in a series of brilliant dramatic episodes recreated the high-lights of Lincoln's turbulent career.

BALTIMORE—Senator Sales and Vending has been selected as the name for the new jobbing and distributing firm opened at 629-631 North Howard Street by Sol Silverman and A. Crystal. Pair have a recreation center in operation in one of Baltimore's largest bowling alleys but after the war intend to devote their activities to distributing coin machines.

CLEVELAND—Operators will have one hour's receipts sheared off their daily returns for the remainder of the cold spell

for locations have agreed to close one hour earlier each day to conserve coal during the present critical shortage.

PHILADELPHIA—Pinball operator William Simpson was the first of the amusement machine group to be selected for the "Who's Who In and About Philadelphia", this year by the *Philadelphia Dispatch*. The *Dispatch* each year singles out representative men in the city's business, industrial and mercantile life for a special "Who's Who" supplement.

DETROIT—As a tribute to James Ashley's work as director of the Michigan Showmen's Association and past president of the United Music Operators, he has been dubbed, "Night Mayor of Park Avenue."

BUFFALO—The coldest and snowiest winter here in ten years has played havoc with the operators' efforts to maintain good service and keep up regular operations. Despite the fact that on some days the city has been so snowbound the trucks and cars couldn't get out, operators are still doing good business.

AUSTIN, Texas—A stiff bill, sponsored by Jack Love of Fort Worth, Texas, has just been filed in the House. It would not only place an occupational tax on owners of all machines in the state, but would give police authorities a double check on slot machines. Machines operating for 1 cent through 5 cents, and those operating with coins exceeding five cents, would be taxed higher than the five cent machines.

HOLLYWOOD—Leslie Walters, former New York branch manager of Capitol Records Distributing Co., Inc., died last month from wounds received in November in the American army's front lines in Germany. Before becoming affiliated with Capitol he was assistant to Alan Courtney on Station WOV, New York, where he was known affectionately as "Heathcliffe" to thousands of Courtney's listeners. He leaves a wife and a daughter. Walters was the

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WAGON WHEELS CONVERTED FROM (DUPLEX)

WE ARE ALSO REVAMPING
IDAHO From ZOMBIE

OKLAHOMA
From LEADER

STREAMLINER
From STARS

GRAND CANYON
From DOUBLE PLAY

SANTA FE
From WEST WIND

ARIZONA
From
SUN BEAM

BRAZIL
From
DO-RE-MI

You'll Get
and Hold
the Play
With Games
Revamped
the UNITED
Way!

SEE YOUR DISTRIBUTOR NOW OR WRITE DIRECT—BUY U. S. WAR BONDS

UNITED MANUFACTURING COMPANY

6125 N. WESTERN AVE. CHICAGO 45, ILL.

THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

BUY AT SOUTHWESTERN YOU MUST BE SATISFIED!

QUALITY PICTURES

Sound Film, 6 Subjects per reel,
latest releases, \$30 per reel

Radio Rifle Axis Film
100 Ft. Rolls \$4.50
10 Rolls \$41

Select-A-Vue and View-A-Scope
Films—\$2.25 per set

16MM Silent Film, 50 subjects to
choose from, large roll \$5

SOUTHWESTERN VENDING MACHINE COMPANY

2833 W. Pico Blvd., Los Angeles 6, Calif.
RO. 1421

first employee of Capitol to die in World War II.

SPRINGFIELD, Mass.—Louis W. Peterson, was found not guilty of operating a music box without a license, in his restaurant on Sunday. The charge against Peterson was that he had permitted public entertainment on the Lord's Day . . . which was not licensed under Section 4 of Chapter 136 of the General Laws. Operators challenged the constitutionality of the law upon which the charges were based and had planned to carry the case to the Supreme Court as a test case, if the decision had been against Peterson.

MINNEAPOLIS—Paul Atkinson, former operator here, and now in service in

Now Available **LIBERATOR**

One Piece Shooting Game with
Air Battle Illusion. Plenty of
Action. Takes in Plenty of
Dough

— SEE —

PAUL A. LAYMON

DISTRIBUTOR

1503 West Pico Los Angeles 15

Thoroughly Tested and Approved **LAS VEGAS** Coming Soon!

India, sent a clipping from the G.I. newspaper issued here, to Hy Greenstein, Hy-G Amusement Co. It tells the story of Yoshio Pajami, 442 Combat team, based in Italy. In a newly won Italian town Yoshio spotted a pinball game in a vacant building. He left his truck outside and went in to play a game. Suddenly there was an explosion. He peered out. A Nazi bomb had found its mark. Yoshio declares the game saved his life and he's going to get a special decoration for it.

PHILADELPHIA — South American firms have sent many requests to Harry Block, Block Marble Co., for coin machine parts and supplies only to be refused. Despite the much higher profits he would make on out-of-the-country shipments, he feels that, with merchandise so scarce, he must take care of his domestic customers first.

BALTIMORE—The block of Penny Arcades on East Baltimore Street here, is probably the hardest hit area in Baltimore by the "Brown Out", which began Febru-

ary 1st. Arcades are more concentrated here than in any other block in the city and by actual count there are 116 separate outdoor displays, decorative signs, floodlights and spotlights "on juice" in this area.

CHICAGO—Harry Williams, well-known coin machine inventor, and president of Williams Manufacturing Co., has appointed Albert A. Silberman, formerly of Rock-Ola Manufacturing Co., as head of the firm's radar division and war production activities.

NEW YORK—Soundies shot 36 films here in December, using famous singers, dancers, bands and hit songs. Production will be increased in a big way during 1945.

DES MOINES, Iowa—Games, beer and young people aren't the right combination, according to two Iowa Republicans. They have introduced a bill in the House, which would prohibit pinball, slot machines and all games with cards or dice, from places serving beer.

—TURN PAGE

Cleveland Coin Offers

CIGARETTE VENDORS

STEWART McQUIRES' * DU GRENIER * SP MODELS! 7 columns—20c combinations—completely reconditioned—mechanically perfect—ready to operate—complete with cabinet bases and crated at \$35.00 each in lots of 20 or more!

20 7 FOOT POKERINOS—X-RAY POKERS

JUST OFF LOCATION—in excellent shape—equipped with new rubber balls—lumiline lights—some have bell ringers and automatic payoff wiper \$150.00 each—also have 14 stools at \$100.00 for the lot—entire set up (as one lot) \$3000.00.

DRINK VENDORS

2 WELLS-GARDNER 5c BOTTLE DRINK VENDORS—fully selective, completely refrigerated up to 12 selections, 8 case capacity \$475.00 each—\$900.00 for the two!

6 SINGING TOWERS

Excellent condition—colorful illumination—nickel, dime and quarter coin chute—twenty selections using only ten records—\$325.00 each.

BEAN THE JAPS

EXCELLENT SEPARATE CONCESSION IN ANY ARCADE—IF OPERATED AS FOLLOWS: 5 or 6 games are lined up against a wall—player receives ten Bean Bags for 5c and tosses bags at the Jap Face, which has holes for the eyes and mouth that score when the balls fall through them! The scoring unit is electrical! Added feature—if the coin chutes are removed and the bags are sold over the counter this game is tax exempt! \$65.00 each.

ROLL A BALL SKEEBALL ALLEY

100% Skill—easy to understand—Mechanism absolutely perfect, proven on test locations—silent operation—absolutely fool-proof and bug free! \$275.00 each—one free with ten!

TERMS: ½ Deposit with ALL ORDERS—Balance C.O.D.

CLEVELAND COIN MACHINE EXCHANGE

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CLEVELAND 15, OHIO

COIN
MACHINE
REVIEW

23

FOR
MARCH
1945

BALTIMORE—John W. Metzger has organized Universal Repair Shop here and will engage in general electrical repairs of coin machines, radios and other appliances. Metzger was formerly in the coin machine business in Hagerstown, Md. Ivan E. Locke, is local manager. The shop is at 104 West Mount Royal Avenue.

NEW YORK—Match production in 1945 will be 15,000,000,000 below the 1944 total. Nearly all output of strike-anywhere matches (175,000,000,000) and 65 per cent of the book matches (15,000,000,000) will go to civilians. The armed forces will require the entire output of strike-on-the-box matches and 35 per cent of the book matches.

CHICAGO—The Music Acceptance Corp. was recently formed here, by Edmund F. Mair, formerly president of the Coin Acceptance Corp. The new financing company, known as MAC, will specialize in financial services to the automatic phonograph trade.

PORT WASHINGTON, Wis.—District Attorney Ben Runkel and Sheriff Wilbert Brady announced on January 1st, that all slot machines not out of Azaukee county by midnight, January 12th, would be confiscated.

CHATTANOOGA, Tenn.—Lane's Amusement Co., has moved from 253 East 11th St., to 2129 Rossville Ave.

NEW YORK—5,000,000 cigarettes a day will be manufactured by a new firm, the Royal Tobacco Corporation, headed by Louis C. Cole, veteran tobacco distributor. "Lion" is the name of the new cigarette.

DETROIT—The Michigan Vending Co., organized by Gold, Chover and Finkelstein, have taken over the Michigan Vending Corp. owned by Davis and Halperin.

DENVER—The coin machine trade is interested in mammoth postwar plans for a Mountain States Empire, with Denver as its center. It means increased business, in a large way, for the distributors. Denver is considered a good territory by those who are in the know. They say that after the war a lot more machines will be operated in this area than ever before.

PHILADELPHIA—The spectacular layout of Mike Spector's recently-purchased building, is creating a lot of talk in town. Housing the Spector Distributing Co., it has two elaborate showrooms, a modernistic-in-design basement, which will be converted into a tap room, and a luxurious top-floor apartment, for out-of-town cus-

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TRY AUTOMATIC FIRST FOR THE BEST IN VALUE!

MILLS MODERNE SCALES, With Health Chart.....\$49.50
MILLS 6' DIAL SCALE, Perfectly Reconditioned..... 89.50

SEE US FOR PARTS !!!

Knee Action for Mills. Set of 3.....\$ 4.95	Main Clock Gears for Mills, with
Idler Pinion Gears for Mills. Ea..... 2.50	Attachments\$ 3.50
Back Doors for Mills..... 6.50	6SC7 Phonograph Tubes, Ea..... .95
5c Jackpots for Mills..... 22.50	Cash Box Doors (Minus Lock)..... 2.00
Standard Handles for Mills..... 2.00	Plastics for Rock-Ola '39, '40 Models.
Club Handles for Mills..... 4.50	Top Corners, Lower Sides. Ea..... 12.75
Jackpot Glasses for Mills..... 1.25	Plastics for Seeburg 1941, 1942
Reel Glasses for Mills..... .50	Models, Lower Sides. Each..... 14.50
Escalator Glasses for Mills..... .50	Corner Plastics for Mills Throne. Ea. 12.50
Award Cards, 2/5 or 3/5, for Mills .25	Sheet Plastic, 50x20..... 12.50
Set of 5 Four Bell Glasses for Mills. 12.50	New Locks for Pin Balls..... .65
Spring Kit (55 Springs) for Mills..... 9.75	5, 10, 15 Amp. Fuses. Each..... .04
Glass for Mills 3 Bells..... 17.50	Bulbs. No. 40-44-46-47-81, 1456-
Locks for Mills Machines..... 2.50	1458. Each07
SP 1-2-3 Discs for Mills, Set..... 7.50	Reel Stops for Super Bells..... .40
CH 1, 2, 3, Discs for Mills, Set..... 7.50	

Many Other Parts Available. Write Us Your Needs.

AUTOMATIC COIN MACHINES & SUPPLY CO.

3834 W. Fullerton Ave. (Phone CAPitol 8244) Chicago 47, Ill.

tomer friends. Plenty of warehouse space, too.

NEW YORK—Arcade owners and guests are still buzzing about the swell shindig, the AOAA held in the Latin Quarter, here, in January. Highlight of the evening was the presentation of a solid gold pen and pencil set to Al Blendow, president of the organization. An autographed photograph bearing every member's signature, and the inscription, "To the best president we ever had," accompanied the gift.

BUFFALO—News letters about the industry would be welcome by S/SGT. Bob Miller, Iroquois Novelty Co., now in the General Hospital in the India area. In a recent letter he said that some of the tunes his comrades liked best were: *I Walk Alone, Straighten Up and Fly Right*, and many of the old-time songs. There are no music boxes in Calcutta, but the boys finally got a Singing Tower in their club room at New Delhi, Miller's last post.

NEW YORK—A recording company, financed by the Glossite Co., has been formed. Label will be titled, "Guild" and will sell for 75c. Recording will be done at Muzak's studios here, with pressing plant in Newark.

BUFFALO—Lew Wolf, distributor, refused to let a mere operation for appendicitis interfere with his work and during most of his stay in the hospital conducted his business from his bedside, via the phone.

DETROIT—Dr. Louis Spalter has sold the Trianon Music Co. to the S. and M. Novelty Co., operated by Sam Lucida and Herman Stein.

NEW YORK—"Don't Fence Me In" is the top song today and has sold more than 875,000 copies and shows no signs of slowing up.

DETROIT—Kurt Haines is the new manager of Decca Distributing Co.'s Detroit branch.

* * *

Bonds Bomb Bums

COIN
MACHINE
REVIEW

24

FOR
MARCH
1945

MILLS 4-BELLS

Thoroughly Renovated and Now Known As—

THE MAY-BELL

You Take No Risk on Our 15-Day Free Trial!

Service calls practically eliminated . . . Any combination play desired from 5c to 50c. Special Orange—Plum—Bell and Bar. Rapid-fire action on OUR CASH PAYOUT!

Exclusive Agents For **BALLY** Parts, Service and Repairs

OUR SPECIALTY—Game Renovating and Repairing

SAM MAY INDUSTRIES

2000 N. Oakley Avenue

Chicago 47, Ill.

BUY AT SOUTHWESTERN YOU MUST BE SATISFIED!

MUTOSCOPE CARDS
2c Glamour Girl \$6.50 per 1000
All American
Yankee Doodle
Hot-Cha

1c **EXHIBIT OR MUTOSCOPE**
Snappy Cartoons
Candid Art Poses
Goofy Giggles
Art Magazine Cartoons
License Office
Wedding Bells
Sense and Nonsense
Crackers
Radio and Band Performers
Zito Dog
\$4.50 per 1000

SOUTHWESTERN VENDING MACHINE COMPANY

2833 W. Pico Blvd., Los Angeles 6, Calif.
RO. 1421

Mississippi

NATCHEZ—Better business is the outlook for the remaining months of 1945 if January and February are criterions. Both months have been splendid for operators of Mississippi and nearby sections of Louisiana where many new locations are being established and new business houses opening for business.

Featuring the new year has been the introduction of new machines including Panorams, which have been installed by the Natchez Music Co., newest operators of this city. According to E. C. Keathley, owner of the company, the machines are really getting the business and he plans to install additional Panorams in the near future. In some locations, he says the take is unbelievable, and at the same time it doesn't hurt slots and audiophone business.

All operators of the state are looking forward to an early end of the war in Europe and in Japan, and are making post-war plans at the present time.

The cigarette shortage has hurt business in some locations, but not in all places. Records are easier to obtain and more popular tunes make the play better at most locations.

Returning veterans are coming back into the coin machine business and some outsiders are also entering the machine field. However, all is not a picture of optimism as one might think and the operators all realize that there is some bad business ahead, but thus far it has failed to put in an appearance in this state.

After being associated with Ham, B. Nelson for several months, repair man J. A. Hochew, has departed to make his home elsewhere.

P. K. Ewing Jr., has returned from a business trip to Memphis, New Orleans, and Jackson, Miss., where he has interests.

E. C. Keathley has been joined by Mrs. Keathley and they are now making their home in this city, where Keathley has a number of splendid locations.

Pfc. Frank J. Eidt, brother of operator Bill Eidt, who is now with the Medical Detachment of the U.S. Army in France, has been awarded the Bronze Star for bravery above and beyond the call of duty while on the fighting fronts. Frank was formerly manager of the Windmill Night Club, owned by operator Bill Eidt, now under the management of Mrs. Frank Eidt.

Sergeant Val Jensen, who has been stationed at Fort Benning, Georgia, is now located at Kessler Field, in Biloxi, Miss., and has written friends that he expects to pay them a visit in the near future.

Henry T. Peets, staff sergeant and supply sergeant at the U.S. Army Air Force Base Unit in Flora, Miss., was here on a visit recently. He states that friends who wish to write him can get him at this address:

S/Sgt. Henry T. Peets, 4th AOTC, ASFTC, 4053rd A.A.F. Base Unit, Flora, Miss.

Leland Delaney, who has been operating successfully in this section for some time past has disposed of all of his audiophones. He sold the machines to the Natchez Music Co.

Dennis A. Mulvihill, Jr., is now a repair and route man with the Natchez Music Co.

Mrs. James C. Culpepper, daughter of operator Ham, B. Nelson and widow of the late James C. Culpepper, who was fatally wounded while in action in the Pacific, is in receipt of a Purple Heart and other awards and decorations from the War Department which were merited by her husband, who previous to going into the

Army Infantry was manager of the F and N Amusement Co.

Private Sidney R. Menefee, former local operator, now in the Army and stationed at Camp Barkley, Texas, was home on furlough recently and while here disposed of his local business interests. Mrs. Menefee has departed for Mobile, Alabama, where she will make her future home. The Menefees have many warm friends here who regret to learn of their departure.

Following a tour of duty with the McDonald Co. in Vidalia, La., Sam W. Gates, former local operator, has left the business and is now employed by the Armstrong Tire and Rubber Co.

—TURN PAGE

FOR SALE

ALL MACHINES COMPLETELY RECONDITIONED — IF NOT SATISFIED RETURN WITHIN 10 DAYS—MONEY WILL BE REFUNDED.

ONE BALL PAYOUTS

BALLY	
10 Sport Kings	\$335.00
13 Santa Anita	195.00
1 War Admiral	175.00
16 Grand Nationals	95.00
3 Pace Makers	125.00
4 Kentucky	375.00
6 Long Shots	375.00
2 Grand Stands	80.00
1 Thistle Down	65.00
1 Stables	30.00
1 Golden Wheel	25.00
3 Preakness	20.00
MILLS	
1-2-3	\$ 95.00
KEENEY	
2 Fortunes	\$315.00
1 Stepper Upper	90.00
3 Pot Shots	65.00
1 Winning Ticket	140.00

CONSOLES

MILLS	
2 J. Bells, 5c	\$650.00
4 Jumbo Parades, Late Models, Like New, C.P.	140.00
5 Mills Flashers	75.00
KEENEY	
1 4 Wav Super Bells 3/5c & 1/25c, Like New	\$875.00
1 Skill Times, '38 TKT, Mod	95.00
1 Track Times, '38 TKT, Mod	75.00
JENNINGS	
2 Cigarolla	\$175.00
3 Silver Moon 5c	125.00
2 Bobtail, F.P.	100.00
1 Cubes	95.00
1 Liberty Bell	25.00
EVANS	
2 Pacers '42, Like New	\$395.00
1 Lucky Lucra, Late Model	1350.00
1 Galloring Domino, '41 J.P.	385.00
5 Galloring Domino, Late Head	195.00
10 Lucky Stars '42, Like New	175.00
1 Bang Tail '42, J.P.	385.00
1 Bang Tail 25c, Late Head	175.00
1 Skillo	325.00
BALLY	
1 Lincoln Field	\$ 95.00
1 Bin Top, C.P.	95.00
PACES	
4 Saratoga's, '41, C.P.	\$130.00
1 Saratoga, Comb., F.P. & C.P.	175.00

SLOTS

MILLS	
1 5c Brown Front	\$275.00
4 5c Blue Front, Club Handle, Glitter Finish	250.00
1 5c Cherry Bell	240.00
1 5c Roman Head, Glitter Finish, Club Handle	240.00
7 5c War Eagles, Glitter Finish, Club Handle, 3-5 Pay	210.00

1 10c War Eagle	180.00
3 5c Blue Fronts	165.00
1 5c Roman Heads	135.00
4 5c War Eagles	125.00
3 5c Extraordinary 3/5c	150.00
2 10c Extraordinary	175.00
1 5c Futurity Dials	100.00
4 5c Q.T.	75.00
1 10c Rockola, S.J.P.	40.00
1 10c Arrow Vender	40.00
4 5c Gooseneck Front Vender, S.J.P.	30.00
2 5c Arrow Vender, Rebuilt	25.00
1 5c Front Vender, D.J.P. Escalator	75.00
3 Twin Jack Pot 1c, asstd., ea.	35.00
10 1c, 5c, 10c Gooseneck	20.00
JENNINGS	
1 10c Dixie Bell, D.J.P.	\$225.00
3 5c 4 Star Chief	150.00
1 5c Century, D.J.P.	75.00
7 1c Little Dukes, D.J.P.	17.50
3 5c Duchess	35.00
WATLING	
1 5c Baseball, F.V.	\$ 35.00
1 5c Arrow, F.V.	25.00
1 5c Blue Seal S.J.P.	30.00
2 1c F.V. 2-4 Pay	25.00
1 F.V. D.J.P. 1c	30.00
PAGE	
1 25c Late Model, Slug Ejector	\$295.00
1 5c Comet, S.J.P.	72.50
16 1c Bantam, S.J.P.	27.50
CALLE	
2 5c Club Bell	\$170.00
1 10c Club Bell	225.00
1 10c Cadet, D.J.P.	150.00
3 5c Cadet, D.J.P.	100.00
2 5c Grand Prize Awards, D.J.P.	90.00
1 5c 2-4 Pay	25.00
1 5c Gold Star	20.00
G R O E T C H E N	
1 25c Superior	\$ 95.00

ARCADE

1 Scientific Punching Bag	\$200.00
2 Bally Alley	35.00
1 Roll in the Barrel	115.00
1 Talkie Horoscope	275.00
1 Rapid Fire	265.00
2 Skybattles	295.00
2 Keeney Antiaircraft	95.00
1 Astrology Scale	125.00
1 Genco Play Ball	180.00
3 Battering Practice	135.00
2 Tommy Gun	195.00
1 Keeney Submarine	200.00
1 Texas Leaguer	45.00
2 Ten Strikes	65.00
2 Mutoscope Peeks	30.00
2 Select-a-View	30.00
2 Traveling Crane	80.00
2 Ray-O-Lite	125.00
3 View-A-Scopes	25.00
1 Scientific Baseball	100.00
1 Kicker-Catcher	25.00
1 Gripper Triple	20.00
1 Foot Vitalizer	80.00
1 Wing Jammer	80.00

2 Western Baseball	65.00
1 Seeburg Astrograph	100.00
1 Astrascope	125.00
1 Love Pilot	165.00
1 Super Bomber	425.00
1 Ace Bomber	425.00
1 Drivemobile	425.00
2 Skyfighters	350.00
1 Liftograph	165.00
1 3 Column Card Vender	65.00
1 Stamp Vender	50.00
1 Electric Shocker	15.00
1 Skill Jump	50.00
1 Pikes Peak	20.00
1 Radio Rifle	70.00
1 Stewart Maquire Cigarette Vender	50.00
4 Duck Pin Lanes, Completely Equipped	800.00

FREE PLAY GAMES

Bosco	\$ 99.00
Seven Up	85.00
A.B.C. Bowler	80.00
Miami Beach	75.00
Trailways	62.50
Pan American	56.25
Metro	56.25
Glamour	53.00
Bordertown	47.00
Blondie	44.00
All American	45.00
Gold Star	49.50
Broadcast	70.00
Belle Hop	75.00
Folio	32.50
Stratoliner	80.00
School Days	57.50
High Hat	72.50
Legionnaire	65.00
Four Aces	125.00
Sea Hawk	60.00
1942 Home Run	89.50
Texas Mustang	90.00
Big Chief	44.00

PARTS

9 Weighted Stands, Brand New in Original Ctns.	\$ 29.50
15 Weighted Stands, Used	19.50
A.B.T. Pellets for Air-O-matic Rifles, per lb.	2.00
1c, 2c, 5c, A.B.T. Coin Chutes, Each	3.00
New Replacement Rectifiers All Types of Ray Gun Lamps, each	.75
30 Wire Cable, New, per ft.	.65
Large Supply of New and Used Game Parts	
500 Other Machines, Not Listed	
Poker Roll Rubber Balls, each	1.00
Crating Charge on Floor Machines, each	7.00
\$15,000 Superior and Container Salesboards at 40% less than factory prices. We manufacture merchandise Sales Boards. Deal takes in \$60.00—pays out \$35.00 in high grade merchandise. Your cost, complete with merchandise, salesboard and beautiful display board only \$19.50 cash.	
WIRE PHONE, WRITE FOR SAMPLE	

LATEST RELEASE!

QUALITY PICTURES

SERIES 14

"Dancing Girls of All Nations" for Panorams

It's a Whiz!

Send for Literature

SEE

PAUL A. LAYMON

DISTRIBUTOR

1503 West Pico Los Angeles 15

STEWART NOVELTY COMPANY

250 SOUTH STATE STREET

SALT LAKE CITY 1, UTAH

PHONE 3-5055

THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

ANOTHER MONTH NEARER VICTORY!

HELP BRING IT CLOSER — BUY
MORE WAR BONDS

Wm Rabkin

INTERNATIONAL MUTOSCOPE CORPORATION

PENNY ARCADE HEADQUARTERS SINCE 1895

Manufacturers of Photomatic and Other Famous Coin Operated Equipment

44-01 ELEVENTH STREET, LONG ISLAND CITY 1, NEW YORK

MISSISSIPPI

(Continued from Page 25)

A recent visitor here from Louisiana was operator Ray Garrett, of Ferriday, who states that his business is exceptionally good.

Another operator from Louisiana here recently was Sam Tuminello of the Tuminello Bros. Co. of Ferriday. They operate a number of locations including the new "Perry's Club", formerly Bob's Night Club on the Ferriday-Waterproof Highway.

Corporal John Basil Zuccaro, son of Mr. and Mrs. John Zuccaro, has been given a medical discharge from the U.S. Army and is now aiding his father in local operations and at McMillin's place, one of his locations.

Chief Petty Officer Thomas J. Piazza, former service man of the Service Novelty Co., is home on a furlough from his location at the Naval Air Base in Pensacola, Florida.

Others, who are also former operators, now stationed at the Pensacola air base and who were home recently to spend their furloughs before being given new assignments were: Petty Officers Jake Sanguinetti and Leroy Garrity, Jr.

Pvt. Charles "Red" Ryer, of the U.S. Army, was here on a visit recently. He is stationed at Camp Hood, Texas.

After disposing of his audiophones in Mississippi, Ham. B. Nelson is now installing machines, audiophones and slots in the nearby Louisiana territory. Ham reports that his business was never better. He formerly operated the Ferriday and Natchez (F and N) Amusement Co. and

was one of the most successful operators in this section.

From across the river in Louisiana comes the report from Barney Atkins, well known Jonesville, La., operator that his business is better than ever. Bruce Swayze, Jr., a Ferriday, La., operator who was a recent visitor also reports that business is booming in the Bayou State.

Staff Sergeant John N. "Jack" Swain, now stationed at McDill Field, Florida, is home on a furlough to greet his brother-in-law, Private Rufus B. Clark, who recently returned from a tour of duty overseas. Private Clark was the former operator of the Tavern, one of the locations of Ham. B. Nelson and is well known here, where he is now greeting numerous friends. He took part in one major battle and wears a number of campaign ribbons. He expects to be stationed in the states after his furlough ends.

Don't Fence Me In, The Trolley Song and Rum and Coca-Cola seem to be getting the best play on the audiophones of Mississippi. Also up and coming on the boxes is the new *Ac-cent-tchu-ate-the Positive* by Johnny Mercer; *Dance With a Dolly* and *There Goes That Song Again*.

Many locations of the state assisted local and county committees in raising funds for the annual March of Dimes and Dollars for the National Foundation for In-

fantile Paralysis. In this city, the writer served as the publicity chairman for the drive and for the annual President's Ball which was held February 1st at the Windmill Night Club. The campaign in Natchez was sponsored this year as it has been in past years by the Natchez Junior Chamber of Commerce and as a result of the good work, a large sum was sent to National headquarters and to the state headquarters for the polio victims.

Harold M. Case

Smaller Mfs. to Coast

NEW YORK—The current shortage of Big Five cigarette brands—Lucky Strike, Camel, Chesterfield, Philip Morris and Old Gold—will not cause the smaller manufacturers to expand their promotional efforts this year. In most cases the Big Five Brand manufacturers will continue to concentrate all their advertising on their respective brands.

And apropos of this fact, is the OPA request that manufacturers break down and tell the truth, in their radio commercials, about the cigarette shortage—that there just aren't any around. As a result of this plea, most of the companies have already included such text in their sales talk, or will so soon.

* * *

A sorority is a group of girls, living in one house, with a single purpose . . . to get more girls, to live in one house, with a single purpose.

COIN
MACHINE
REVIEW

26

FOR
MARCH
1945

VICTORY HIT PARADE PIN GAME CONVERSIONS

PLAY BALL for New Champ
ARMY & NAVY for Knockout
TAIL GUNNER for Ten Spot
G I JOE for Jungle
Cost you only \$9.50 f.o.b.
Chicago
RUSH YOUR ORDER NOW!
— SEE —

PAUL A. LAYMON

DISTRIBUTOR
1503 West Pico Los Angeles 15

BUY AT SOUTHWESTERN YOU MUST BE SATISFIED!

On Hand

CARTRIDGE GLASS FUSES

Every type, 1, 2, 2½, 3 amp.
\$4.20 per 100

5, 6, 7½, 10, 15, 20 & 25 amp.
\$3.00 per 100

SCREW FUSES
10, 15, and 20 amp.
20c a box of five

**SOUTHWESTERN VENDING
MACHINE COMPANY**

2833 W. Pico Blvd., Los Angeles 6, Calif.
RO. 1421

COIN MACHINE SERVICING AND PARTS

Club handles, guaran., non-breakable \$ 3.50 ea.
Mills gold chrome cabinets, hard wood, completely finished..... 15.50 ea.
Cabinets, solid hard wood, completely finished, natural grain, that positively fit Mills Escalator Type Machines..... 15.50 ea.
Complete set of brown front castings, including jewel coin-cup cover, & metal award plate.... 25.50
All Types of Slot Machine Parts Available.
Write for Prices.

SLOT MACHINES WANTED

Send us description and price in first letter.

GLITTER KIT

8 different colored glitters in one complete Glitter Kit, including new, modern finishing instructions.....\$10.50

REPAIR LIGHT.....\$1.50

NE-O-LITE TESTER.....\$1.00

CENTRAL MANUFACTURING CO.

4245-47 Fullerton Ave. Chicago 39, Ill. SPAulding 1670-1

REBUILDING &
REFINISHING ALL TYPES
OF SLOT MACHINES
\$79⁵⁰

10 DAY SERVICE. SEND US YOUR MACHINES

1. Mechanism will be completely overhauled
2. Worn parts will be repaired or replaced
3. All metal parts will be cleaned & lubricated
4. Cabinets will be cleaned, repaired, & refinished
5. New club handle if desired or necessary
6. Front of machine will be completely finished

ONE TRIAL WILL CONVINCE YOU.

Famous ON BOTH *Hemispheres*

**INDISPENSABLE
IN WAR AS
WELL AS IN PEACE**

COIN
MACHINE
REVIEW

27

FOR
MARCH
1945

**CORDS
WIRES
CABLES**

Runzel

We invite manufacturers
and others in the trade in-
terested in wiring and har-
ness for coin machines to
write for our suggestions,
WITHOUT OBLIGATION.

RUNZEL CORD & WIRE CO.
4667 W. MONTROSE AVENUE • CHICAGO 41

THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

Candy Council Combats Evils

CHICAGO—"The candy industry has gone into action to fight a winning battle for a place in the sun; to combat anti-sugar and anti-candy propaganda." So states Theodore Stempfel, chairman of the National Confectioners' Association, speaking for the Council of Candy, organized in 1944.

"The Council was formed for two reasons: (1) to procure data to offset widespread propaganda against candy and (2) to find out what insurance the industry might be able to take out to prevent such an unfortunate situation, resulting from this propaganda, stating that America's demand for sweets is undermining America's health.

"2,500 firms and individuals are back of us with their checks and encouragement. We have given and will continue to give the public, aggressively and authoritatively, the facts about the proper place of candy in the American diet."

There are other wide-spread plans to advance the industry, in its ultimate return to postwar production, according to Philip P. Gott, president of N.C.A. Among them are: extensive nation-wide advertising program, to feature the role of candy in the diet and other activities and a continued sponsorship of study by the Southern regional research laboratory of the U.S. Department of Agriculture.

Candy machine operators are taking a vital interest in this campaign.

Huge 1944 Candy Production

LOS ANGELES—In 1944 the candy kettles of the nation poured forth nearly three billion pounds of candy—the largest amount ever produced in the United States. To accomplish this feat, the industry had to solve problems of production and management, which in normal times would have been labeled "impossible." The past year has seen candy enter into a new phase. It has gained a new significance. As an energy food it is in the front with the fighting men and the general public is learning its nutritional value.

Beginning Next Month

THE REVIEW will start publication of a department devoted to "CANDY VENDING" and the operators who specialize in this particular phase of merchandise vending.

The new department will be complete with feature articles of interest to operators

and treating the operation of merchandising vendors under existing conditions; spot news of interest to the trade; market outlook, etc.

Watch for "CANDY VENDING" in the April issue of THE REVIEW.

Wrigley's To Disappear

CHICAGO—The famous name of Wrigley may soon be missing on chewing gum, even for the boys overseas, and they are the ones who have been getting Wrigley's entire output. The boys at the front have chewed so much of this popular brand, that the supply of pre-war material, from which it was made, is about exhausted.

Phil K. Wrigley, chairman of the board of the William Wrigley, Jr., Co., offers this explanation: "It has taken us fifty years to build our reputation for high quality. When we have used up our pre-war base, we will change the formula, and continue to make good gum, but it will not be uniform enough to carry any of the familiar Wrigley trade-marks."

Vitamins for Candy

CHICAGO—The candy industry is going in for enriching its products in a big way. Although the government, through war food orders, has made it compulsory to add vitamins and minerals to bread and other bakery foods, it has not included candy. Leaders in the confectionery trade feel that candy offers an exceptional field of vitamin strength, as large as the baking and milling.

Some confectioners have added vitamins to their products with great success. It is the purpose of the National Candy Association to promote the production of candy that will be enriched with vitamins and minerals which are likely to be lacking in the diets of Americans at the present time.

* * *

Since pro means the opposite of con, can you give an illustration?

Progress and Congress.

Try Candy Experiments

CHICAGO—Among the ideas, which Armour Research Foundation's 300 staff members are working on, is that of improving materials that are used in the making of candy bars. A well-known candy-bar manufacturer is sponsoring the project, which seeks to develop raw materials for candy-making, that will not be easily affected by moisture. Experimental work is also being done on gadgets, which will eventually improve coin mechanisms and coin meters.

Cuba Sugar Crop Down

WASHINGTON, D. C.—5,000,000 short tons of raw sugar, is the unofficial estimate of Cuba's 1945 sugar crop; ten percent less than that of last year.

During the years 1938-1942 the average yield per acre was 17.2 short tons; the 1944 yield shot up to 18.5 tons an acre; but this year it is expected to drop to 15.8 tons, which is 8 percent below the average.

Approximately 2,500,000 cane acres will be harvested this year. The lower yield is attributed to the fact that very little old, high-yielding cane of more than a year's growth will be available, having been utilized in 1944.

Candy Mfr. Honored

NEW YORK—An outstanding event in the candy industry took place Dec. 13, when a testimonial banquet was given as a tribute to the firm of Henry Heide, Inc., New York, in honor of its 75th anniversary. It was held under the auspices of the Manufacturers of Confectionery and Chocolate of the State of New York. More than 750 candy manufacturers, supply men, jobbers, brokers and salesmen from all sections of the country, attended.

Candy Given Credit

OMAHA, Neb.—A salute to the candy industry for its wartime job of supplying America's "sweet tooth" with everything, from Christmas bonbons to Army Field Rations, was featured recently, on the coast-to-coast broadcast of "Your America," the weekly production sponsored by the Union Pacific Railroad. Sent out over 122 Mutual stations, it originated here, where the railroad's headquarters are located.

* * *

A Socialist is a man who goes to parties all the time.

Some Day — —

THE DOOR WILL OPEN AND

PAN

WILL AGAIN OFFER THE WORLD'S
FINEST CANDIES FOR VENDING
MACHINES

Pan Confections

345 West Erie Street, Chicago 10, Illinois

**Western
Portable Flame
ARC WELDERS**
Life Saver for the Duration
(With Hood and supplies)
\$27.45

— SEE —

PAUL A. LAYMON
DISTRIBUTOR
1503 West Pico Los Angeles 15

4th "E" Award

FITCHBURG, Mass.—The Independent Lock Co. has been cited by the Army-Navy for outstanding production of materials essential to the war industry for the fourth time. The Company thus became the first industrial plant in the Fitchburg area and the first in the lock and builders' hardware industry to fly three stars on its Army-Navy "E" flag. In fact, it was the first plant in the city to receive an Army-Navy "E", and the first to receive subsequent honors, reports Frank H. Sherwood, Advertising and Sales Promotion Manager of the Company.

Some of Ilco's outstanding war achievements are production of more than 13,000,000 bomb, artillery and rocket fuzes; concentration of an eight months' production schedule in eight weeks to furnish locks and other items to LST boats for D-Day; design of a plastic fuze; development of a special lock for Pacific huts; designing and producing a fool-proof escape lock for Victory and Liberty ships, and furnishing builders' hardware for large naval bases.

It was this outstanding record as a producer of critical war materials that won Independent Lock its third star.

Devoting their undivided attention to meeting the demands of the fighting fronts, the employees of Independent Lock dispensed with the customary ceremonies held in connection with the receipt of these awards. The Army-Navy "E" Pins will be distributed to the employees while they are at work at their benches.

Independent is among the organizations who have been requested by the Army Service Forces to immediately expand its manufacturing facilities to take care of considered increased production schedules on all munitions items.

* * *

Why does cream rise to the top?
So the people can get it.

BUY AT SOUTHWESTERN YOU MUST BE SATISFIED!

We carry a complete stock of Cigarette Machines, Scales, Phonographs, Slot Machines, One-Ball Games, Consoles, Counter Games, Arcade Equipment, Skee Balls, Picture Machines, Punching Bags, Diggers, Stamp Machines.

While in the city, give us a call, we will try our utmost to please you.

SOUTHWESTERN VENDING MACHINE COMPANY

2833 W. Pico Blvd., Los Angeles 6, Calif.
RO. 1421

Acclaimed By Every Coinman Who Has Seen It—

LAS VEGAS

Coming Soon!



A Pair of Jacks

No doubt many members of the Industry are giving of their time and money for purely patriotic purposes during these war times, but the work of Jack Nelson, President of the War Activities Committee of the National Coin Association, and Jack Kelner, Secretary of the Association, has been most outstanding as far as the Industry as a whole is concerned.

From the time this "pair of jacks" started to dig in and put their efforts to the good cause of getting more letters written to our fighting men and women, a great deal has been accomplished in securing favorable publicity.

As most of us have experienced in the past, publicity of a favorable nature is quite scarce due to the press misunderstanding our business. The promotion carried on by the Association in sending posters, not only to everyone in the business, but also to public officials, such as the Governors of each State and the Mayors of many cities, received much favorable comment.

The plan of the Officers and Committee of the Association is to carry on this work throughout the War. Many posters are

planned and more of them will be distributed. Each poster bears the inscription "Sponsored by the War Activities Committee of the National Coin Machine Association".

Through contributions made by several prominent people in business, this work has been carried on and the Association has been able to pay all their bills for all expenses incurred. More money is needed, however, for the furtherance of this good cause and the continuance of securing favorable publicity for the Industry. All the moneys are used for expenses and none of it is used for any other purpose. The Officers and the Committee Members receive no compensation for their work. Although the European War may be over within the next few months, the Japanese War will no doubt last much longer, according to statements of military men. The boys will be over there a long time after victory has been achieved.

The importance of letters being written to these people fighting and working for us is greater than ever and the War Activities Committee deserves all the help that can be given them for this patriotic cause.

The Motion Picture Industry has their War Activities Committee and, in this manner, they have secured a great deal of favorable publicity. The same accomplishment is being made through the War Activities Committee of our Industry and, with the fine program arranged for 1945 by Nelson and Kelner together with other officers and members of the Committee, all of us should lend every possible cooperation to the good cause.

Cig-Film Tie Nixed

DETROIT—Cigarette giveaways in theaters have been declared illegal by OPA. It all started when Sol Krim, circuit owner, decided he'd build business via free ciggies. The City Fathers said he couldn't do it without a license. Then the OPA stepped in and told Krim that "tieing-in" sales was not legal because it was "linking together to influence the sale of a commodity for which there is little demand, with one for which there is a high demand," such as potatoes, butter, films and cigarettes. Asserting there is little demand for film entertainment is just what exhibs here are not going to do.

* * *

An adult is a man who has stopped growing at both ends but not in the middle.

Double the Collections on Your Route

AND MAKE
LARGEST PROFIT ON EARTH
FROM THE SMALLEST INVESTMENT

More Player Appeal on Our Up-To-Date, Colorful, High Quality Salesboards

Holes	Name	Profit	Price	Holes	Name	Profit	Price
1000—25c	J. P. Charley—Avr.	\$ 52.04	\$1.24	1000—5c	J. P. King of Bells	27.60	3.04
1000—25c	J. P. Charley—Thick Avr.	52.04	1.39	1500—5c	Th-Pro Jumbo—Avr.	45.00	2.33
1200—25c	J. P. Texas Charley			1000—25c	America First—Pro. Def.	77.00	2.47
	Thick Avr.	106.00	2.59		J. P. Hialeah X Th		
1200—50c	J. P. Four Bits—Thick			1080—5c	Pro. Avr	28.10	3.10
	Pro. Avr.	186.00	4.86		J. P. Fair & Square		
2050—10c	Jackpot Barrel			1000—5c	Th-Pro. Avr.	25.95	2.48
	Semi-Pro Avr.	73.20	4.95		J. P. Good Pickin's		
1200—5c	J. P. Flowing Gold				Pro. Avr.	21.75	2.66
	Semi-Pro Avr.	34.13	2.98	800—5c	J. P. Hotel Bedlam—Th		
1050—5c	J. P. Sugar & Spice				Pro. Jumbo Avr.	35.52	3.24
	Thi-Pri. Avr.	27.03	3.17	1200—5c	J. P. Trading Post—Th		
					Pro. Avr.		

Order Samples Now—Immediate Deliveries—Hundreds To Choose From—25% Dep. Req.

"SAVE KALE—ORDER BY MAIL"

LEGALSHARE SALES—BOX 86-B

(ESTABLISHED 8 YEARS)
HUNTINGTON BEACH, CALIF.

Mills

Jackpot Coin Chute MAGNET

Eliminates Milking or Cheating.
\$1.50 and your old magnet

— SEE —

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THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

COIN
MACHINE
REVIEW

29

FOR
MARCH
1945

Here's **HOW**
Operating Success is Sealed
and Delivered When You Order
The **1945**

SINGING TOWERS

TODAY'S ONLY BRAND NEW PHONOGRAPH

All of the latest features including a powerful amplifier equipped to handle three additional speakers, are ready for you in the 1945 SINGING TOWERS automatic phonograph—the only completely new phonograph available today. Ear level music reproduction unexcelled in the phonograph industry, plus dazzling blends of colors changing automatically with each selection—or control colors to suit an individual location—make SINGING TOWERS the paramount consideration on the automatic phonograph market today. Don't take our word for it. Come in and see this startling phonograph. Test it and you, too, will agree that when you add up the features—the answer is "SINGING TOWERS."

MODEL 201 **\$598.00** F.O.B. FACTORY
Factory Reconditioned Model 301, \$525.00 f.o.b. Factory. New Machine Guarantee.

ARCADE EQUIPMENT

New and in Original Crates. Limited Quantity

SELECTORSCOPE
\$309.50

LIBERATORS
\$309.50

ZINGOS
\$375.00

New **BOWLING LEAGUE** (List 299.50)—Our Price—\$249.50

COMPLETE LINE OF PHONOGRAPHS, ONE BALLS, CONSOLES
SLOTS and ARCADE EQUIPMENT



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He's Giving His Life — Won't You Give YOUR Dollars? — CONTRIBUTE TODAY!



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Grand Opening**

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San Francisco Office & Showrooms

at

1175 Folsom Street

Thursday, March 1, 1945

10 A.M. 'til Midnight

REFRESHMENTS AND ENTERTAINMENT

A Cordial Welcome Awaits You!



COIN
MACHINE
REVIEW

31

FOR
MARCH
1945

THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!



Slugs Aid Cigarette Rationing Program in Nation's Capitol

By H. L. Mitchell

WASHINGTON, D. C.—Like the rest of the country, the Nation's capitol has been hard-hit by shortages of merchandise, and there's no exception in the matter of cigarettes. Most of the stories that have been told about these shortages have at least had a parallel here, including the one about the pretty girl who stopped before a cigarette vendor until a hopeful line had formed behind her, then took out a comb to smooth her pretty locks, after which she walked away.

In attempts to equalize the distribution the cafeteria in the Supreme Court Building on at least one occasion stationed a policeman beside the vendor to see that customers took only one pack each.

In the Commerce Department slips were issued not so much to ration the smokes but to keep long lines from forming and idling away hours of precious working time.

In Walgreen's Pentagon drug store, serving the world's largest office building, housing between 30,000 and 40,000 workers in and out of uniform, lines stretching through the store and out into the main Concourse so impeded movement and prevented sale of other merchandise that a cigarette branch was set up in the Concourse itself, where there was ample room for four long lines. Cigarettes still are sold by this method, usually for about four hours a day, with a two-packs-per-customer limit at the ceiling price, and nothing to prevent a customer from climbing back into line except lack of patience and reprimand from a superior who might notice an empty desk.

Vending machines still play a large part

in supplying the smoking needs of the Pentagon population, and here, at least, a method of rationing has been devised which virtually eliminates hoarding and keeps lines to a minimum where, until it was made effective, throngs often used to wait for the serviceman to appear with his bicycle truck to re-load. Simple enough, the method called for a changeover in the coin mechanism to accommodate a metal check, purchasable at a nickel with a one-per-customer limit, at any of the building's nine beverage bars. The checks, made by a Chicago concern and bearing two deep grooves and the words "A Pentagon Macke," go on sale at the beverage bars about 8:00 o'clock in the morning, and when enough have been sold to match the day's load of cigarettes, sale is stopped. Under these conditions rationing has to work, for the machine no longer takes nickels, and to get a pack of favorites—or even substitutes—the customer needs a dime and a check.

The plan was developed by George H. Duckett, manager of G. B. Macke Corp., reputedly the Nation's third-largest cigarette operator, who not long ago assumed the operation in the Nation's largest office building and other Federal buildings here, under the auspices of the Post Restaurant Council, an employee group supervising such concessions together with the sale and serving of food in beverage bars and cafeterias. Idea stemmed, according to Mr. Duckett, from Chicago's use of slugs, permissible in certain pay telephones, and it is expected that while the bulk of the firm's 4,000 vending machines in the District of (See *CAPITOL RATIONING*, Page 33)

DuGrenier Gets "E"

HAVERHILL, Mass.—The Army-Navy "E" award for excellence in war production, was presented in January, to Arthur H. DuGrenier, Inc., by Army and Navy officials, in the presence of employees, officials of the company and their friends. The DuGrenier Company, peace time manufacturers of cigarette, candy and other vending machine equipment, has been in war production since the outbreak of hostilities.

Following a luncheon, the guests were escorted on a tour of inspection through the DuGrenier plant by Bob Hawthorne, plant superintendent; and were given an opportunity to see at first hand the marvelous production innovations introduced by the DuGrenier engineers.

After the inspection, the entire personnel of the company, were led in a parade, headed by the A.S.P.F. band from the Boston Port of Embarkation, through the streets of Haverhill to the City Hall auditorium, where the actual presentation of the award took place.

The Honorable Albert W. Glynn, mayor of Haverhill, delivered the address of welcome and proudly related that DuGrenier was the first company in Haverhill to be awarded the "E" flag.

Major R. W. Mojonier, Boston Ordnance District, presented the award, which was accepted by Francis G. DuGrenier, president of Arthur H. DuGrenier, Inc. Employees were presented with the Army-Navy "E" pins.

The presentation ceremony was broadcast over Station WLAW and a dinner and dance, attended by more than 500, followed.

The award to DuGrenier is another tribute to the coin machine industry, proving that this industry is 100% behind the war effort.

Cig. Tax Take Up

MADISON—The state beverage tax division has reported that in the first 11 days of January, cigarette tax collections amounted to \$118,476, compared with \$86,710 for the same period a year ago.

"This shows there should be no shortage of cigarettes," said Clyde S. Tutton, division director. "It is an amazing increase. If there was a cigarette shortage, the figures should be reversed."

Sales Up, Profits Down

NEW YORK—Although the 1944 net sales of the Liggett and Myers Tobacco Co. were larger than those of the previous year, the profits dropped. The 1943 volume of business netted \$347,258,296, while last year it amounted to \$374,032,971. Federal income and excess profits for 1944 were \$16,446,140 as compared with \$18,946,015 for 1943.

* * *

S.O.S. is a musical term meaning same only softer.

ABBOTT ELECTRIC COIN COUNTERS

For Packaging and Bagging

LIMITED QUANTITY

First Come—First Served

ELECTRIC COIN COUNTER and SORTER

\$450.00 f.o.b. Chicago

IT COUNTS AS IT SORTS
PROVEN TO EQUAL THE WORK OF 8 MEN

COVEN AUTOMATIC PRODUCTS CO.

2252 W. CHICAGO AVE.

HUMBOLDT 3200

CHICAGO 22, ILL.

KEY RINGS NICKEL NUDGERS (Convenient Change Device)

LIGHT BULBS FOR
GAMES (ALL SIZES)

— SEE —

PAUL A. LAYMON

DISTRIBUTOR

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CAPITAL RATIONING (Continued from Page 32)

Columbia will not be affected, a changeover will be made in another 130 cigarette vendors in other Federal buildings. Once numbering 140 vendors, the Pentagon's allotment has been cut to about a hundred because of the shortage of merchandise.

Sidelights on the plan and the operation include: Changeover of coin mechanism and exterior coin plate, after experimentation, called for 12 minutes of the serviceman's time, for each machine. Servicing—that is, refilling—is done once a day; an effort is made to keep all columns at least partially loaded in each machine to prevent rounding off of lock mechanism when customers refuse to believe an empty column is empty. Apart from that stubbornness which is hardest on machines, bent coins have been the biggest problem in the Pentagon operation. Disgruntled customers who sometimes lose coins are given prompt refunds—in cash, not in merchandise. Posters covering much of the mirror of each Pentagon vendor used to invite customers to take a pack apiece; now they give instructions for use of the new cigarette check; soon they will be replaced, on Macke vendors all over Washington, with stickers picturing a pig called "Public Enemy No. 66," and bearing the legend: "If you take more than one, your friends get none! Think of the other guy before you buy. Or would you rather be a pig." And, as a final sidelight, Manager Duckett thinks hoarding is still the main cause of the cigarette shortage—in which he coincides with the general view of the problem.

SALESBOARDS

OPERATOR HITS—24 HOUR SERVICE

Holes	Name	Profit	Price
1000—5c	Nickel Charley—Def.	\$ 17.50	\$0.96
1000—5c	Double Finn—Def.	24.50	.98
1000—25c	J. P. Charley—Arv.	52.08	1.19
1000—25c	J. P. Charley—Thick	52.08	1.35
1000—25c	J. P. Charley—X Thick	52.08	1.59
1000—25c	J. P. Easy Pickin's	51.50	1.79
1200—25c	J. P. Easy Pickin's	101.50	2.29
1200—25c	J. P. Texas Charley	102.28	2.32
600—25c	J. P. Quarter Jumbo	65.60	2.39
1000—5c	J. P. Jumbo 10 B Fins	18.59	1.89
1000—5c	J. P. Jumbo Pie-D-Fins	19.22	1.89
1000—5c	J. P. Eight Big Fins	24.50	1.79
1000—10c	J. P. Eight Tens	49.00	1.79
1200—10c	J. P. Eight Tens	69.00	2.29
1200—5c	J. P. Eight Big Fins	34.50	2.29
1200—10c	J. P. Payout X Thick	52.59	2.79
1184—5c	J. P. Jumbo 10 B-Fins	27.79	2.49
1184—5c	J. P. Jumbo Pie-D-Fins	28.17	2.49
1664—5c	J. P. Victory Bell	46.55	3.49
2400—10c	J. P. Barrel	92.65	3.49
2400—5c	J. P. Barrel	46.32	3.49

Designers—Manufacturers—Distributors
World's Best Boards—Tickets—Cards
DELUXE SALES CO.
BLUE EARTH, MINN.

1945's Most Sensational Console Conversion

LAS VEGAS

Coming Soon!

Operated under a variety of plans, the Pentagon's cigarette vendors were sold to the Macke Corp. when it was deemed to be the most satisfactory way of providing the necessary service. All Rowe-built, the equipment utilizes prewar mechanisms, but all the cabinets are of wood; since they are not exposed to weather or hard usage, the cabinets have proved more than satisfactory; and the building's cleaning staff has gotten the habit of wiping off the machines in regular daily and nightly rounds, taking that one chore off the hands of the Macke staff, which maintains an office in the building and a full-time crew.

NATD Answers Questions

A cigarette machine operator's griefs are plenty these days, and not the least of them is the barrage of questions fired at him. The National Association of Tobacco Distributors has helped clarify the situation by answering some of these questions, as for example:

1. "Why can't I get a pack of cigarettes when I want it?"

Because of: (a) Lack of man power; (b) Large shipments overseas; (c) Depletion of tobacco reserves; (d) Increased per capita consumption of cigarettes; (e) New smokers.

2. "Why is there a lack of manpower?"

Because the War Manpower Commission classifies tobacco growing as essential but cigarette manufacturing as non-essential. The manufacturers cannot employ additional workers necessary to increase production.

3. "How many cigarettes are going to the Armed Forces?"

Out of the 1944 production of approximately 329 billion cigarettes, approximately 92 billion are earmarked for Armed Services overseas.

4. "Why is there a depletion of tobacco reserves?"

Normally, tobacco manufacturers carry a three years' stock of tobacco. Due to limitations on tobacco acreage, these reserves

have been reduced to approximately eighteen months' supply.

5. "Why is there an increase in per capita consumption?"

Because during periods of nervous tension people smoke more, and more people find solace in smoking.

6. "How severe is the cigarette shortage?"

Not as bad as it seems. Civilians are being supplied with 50% more cigarettes than they purchased in 1939.

7. "How long will the present scarcity continue?"

That is unpredictable, but victory will undoubtedly ease up the shortage in cigarettes as well as other items.

Assn. Tries Rationing

CHICAGO—In an effort to curb black market operations in cigarettes and open up authorized channels for fairer distribution, the National Association of Tobacco Distributors are going to put into effect a ration system of their own. Early in February is the time set, when dealers will utilize the system. The move is the first attempt of an industry to ration its own wartime commodity.

NEW YORK—The retailers here, almost unanimously, have opposed the N.A.T.D.'s proposed rationing system of cigarettes. They feel that voluntary rationing would not only be ineffective, and complicating to the present cigarette situation, but instead, might encourage black market activities. The move has been termed "ridiculous"—"fanciful"—"a nuisance." Irving P. Zinbarg, attorney for Independent Retailers' Tobacco Association of America, commended the motives but said that any combine formed by wholesalers to distribute cigarettes, might conflict with monopoly regulations.

No Cigs? Use Pipe!

PORTLAND, Ore.—A customer took literally the advice to "use a pipe during the cigarette shortage."

When John R. Polioudakis told the customer he had no cigarettes, the man produced a pipe. Now Polioudakis is in the hospital with a three-inch head laceration. It was a lead pipe!!

Name three relative pronouns.
Aunt, uncle, brother.

Give an example of a collective noun.
Garbage-can.

Ever Eat A Worm In An Apple?

If not, take it from us . . . IT DOESN'T TASTE GOOD! And neither does a machine with a bug in it give an operator an A-1 appetite. And what's more it'll eat into his machine gross and cause more indigestion of the bank roll—AND MAN . . . THAT HURTS!

Guard against any such possibilities by bringing your equipment into us for attention. If un-obtainable parts are necessary, we have the precision machinery to produce the needed parts and get your machines back in operation.

We specialize in complete overhaul, rebuilding and refinishing of Photomatics and Panorams. We have the best equipped shop in this area to do a proper job for you.

ALL MAKES OF PROJECTORS REPAIRED. FIBRE GEARS FOR PANORAMS, "D" CAMS, UPPER AND LOWER SPROCKET SHAFTS AND BUSHINGS. WE REBUILD AND REFINISH RAPID FIRES AND SEEBURG RAY GUNS.

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RUBBER ZIP CORD

5c per foot

7-WIRE SHIELDED CABLE
for Ray Guns....25c per ft.

BUY NOW WHILE
SUPPLY LASTS

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COIN
MACHINE
REVIEW

33

FOR
MARCH
1945

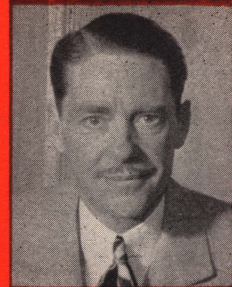


Exclusive Distributors
for

J. P. Seeburg Corporation

in

SOUTHERN CALIFORNIA, STATE OF ARIZONA
AND SOUTHERN NEVADA



SUCCESS IS SYNONYMOUS WITH SEEBURG

Seeburg Phonographs and Seeburg Remote Control Equipment, together with Seeburg sensational new developments, are your assurance of Post-war Prosperity.

In the meantime, we are here to serve all Seeburg operators with our completely modernized service and repair department with ample, genuine Seeburg parts to keep your present Seeburg equipment operating.



If you want to dispose of your route, we will buy it. Or—if you are interested in purchasing a route of music equipment—we have several to offer.

Jean and Dolores Minthorne

Your Stake
in America
WAR BONDS

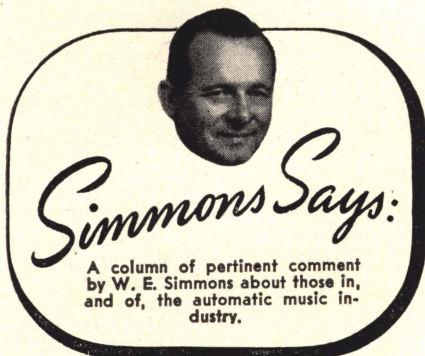


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LOS ANGELES

*Seeburg
Phonographs*

AUTOMATIC MUSIC



● Coin machine operators are practical businessmen today. The greatest advancement in this industry lies just ahead. I've been around the coin-operated business too long to kid you or myself. You can place a bet on my judgment when I say: *If you are in the operating business today, stay in it and grow with the great future that can rightfully be yours if you stay in there and pitch.*

● Distributors and operators alike have gone through a trying three years with solemn thoughts and spirits tempered by the grim tragedy of war. At the same time we are cheered by the news from all fronts today as the irresistible power of the United Nations goes into action. The courage of boys away from home (many of which were associated with the music and game industry) makes us all realize how much we owe them for their part in the terrific drive directed against our enemies. We cannot help feeling that Victory is in the air, and we, I know, all join in heartfelt prayers to speed the happy day.

● Unpleasant situations are often relieved by "smile words" while sour notes only aggravate them. When Calvin Coolidge was (See **SIMMONS SAYS**, Page 36)

Wolf Sets Big Opening

SAN FRANCISCO—March 1st has been set as the date for the opening of the beautiful new San Francisco offices of the California Amusement Co. at 1175 Folsom Street. An Open House celebration has been arranged and invitations issued to all operators, jobbers and distributors in Northern California, Oregon, Utah and Nevada to be on hand and enjoy the hospitality of M. S. Wolf, owner of California Amusement, and C. A. Garton, manager of the local office. Refreshments and entertainment are promised from 10 a.m. on.

For the past few weeks artisans have been busy converting the three-story building on Folsom into one of the most modern and up-to-date jobbing and distributing headquarters on the Coast. A new front has been applied to the building, the wall on the alley side removed and replaced with structural glass, new floorings laid, new offices and lighting fixtures installed, walls refinished and a general face-lifting given the entire structure.

The first floor of the building will be given over to the offices and showrooms. In the rear a large area will be devoted to loading and unloading and a rear entrance will permit operators to drive into the building. In this area is a freight elevator to the second and third floors.

On the second floor will be the repair and maintenance department. This department is also connected with the showrooms and offices by stairs. Wolf intends to install the most complete repair department in the country and will equal, if not exceed, the acknowledged acme of repair departments which functions in the Los Angeles branch.

Third floor will take care of storage and also be utilized as an additional showroom for gaming equipment.

Opening of the San Francisco branch

Petrillo Tax Backfires

CHICAGO—Would-be Czar James C. Petrillo, head of American Federation of Musicians, is in disrepute in his own home town, Springfield, Illinois. His regulation taxing every recording issued by disc-makers, is backfiring there. Obviously aimed at him, is a bill introduced in the Illinois House, geared to outlaw the placing of a tax on any product by a union.

The bill was put up by a Chicago man, who said that "nothing has excited more comment in my district than the Petrillo private tax on records."

If passed, the measure would provide a penalty of \$5000 fine and one year imprisonment.

Discs—\$10 Each

NEW YORK—Walter Winchell is the authority for the information that one of Harry James' recordings is now selling at ten bucks per copy as a collector's item.

Disc is his 1941 recording of "The Devil Sat Down and Cried" and the contention is that the passage smacks of the same thing which was in evidence in "Old Man Mose" a few years back. Nobody caught the naughty part until recently and now the price stands at ten smacks.

(EDITOR'S NOTE: We've re-reviewed our copy of the disc and hope somebody will write in and tell us where the naughtiness pops up. An accompanying check of \$10 will send the disc on to you.)

* * *

A grass widow is the wife of a vegetarian.

* * *

What people lived in the Po Valley? Po' people.

gives California Amusement three offices in the State, in line with the firm's ambitious plans for post-war. Other branches are in Los Angeles and San Diego.

COIN
MACHINE
REVIEW

35

FOR
MARCH
1945

CALIFORNIA MUSIC OPERATORS ASSOCIATION

Officers

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State President and
Business Manager

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GEORGE DELACRUZ

BURR WINSLOW

11 Fruitful Years of Service
to the Music Operators of
Northern California

We are interested at all times in hearing from other Associations in the nation and exchanging worthwhile ideas and suggestions with them. Please write.

GEORGE A. MILLER, President
128 EAST 14TH STREET, OAKLAND 6, CALIFORNIA

THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

SIMMONS SAYS
(Continued from Page 35)

President of the Massachusetts Senate one Senator got a bit hot under the collar and advised a colleague to go to hell. "Mr. President," shrieked the offended Senator, "Did you hear that?" "I heard him," Coolidge replied, "I've already looked up the law and you don't have to go." "Smile words" eased the situation.

● Many large organizations are making extensive post war plans. Executives are discussing such things as source of supply, renewed equipment, greater efficiency, improved modernized selling plans and other problems of reconversion.

● Some concerns however are losing sight of what they may consider such little things as frequent, friendly customer contacts, un-failing courtesy and the necessity of expressing sincere regret when they are unable to deliver their products or maintain their usual service during the war. Little neglectful things like these can wind up by taking an awful toll of priceless good will about the time the big civilian plans go into effect.

● Salespeople who have fallen into a "you be damned" "take it or leave it" attitude are rolling up a force of customer resentment. This applies to operators as well as distributors. They forget that a rush of business right now never justifies discourtesy.

● The kindly, courteous, unhurried operator is most likely to hold his locations and can be assured of courteous consideration from the locations at the same time.

● The Head of a well established and highly respected manufacturing firm in the Middle West made this statement at a dinner I attended: "This Organization owes its success to making and keeping satisfied customers. The most ambitious post war plans would be doomed to fall flat unless we maintain the finest courtesy with future prospects and customers. Our aim today is to build up a genuine feeling of good will throughout the coin machine industry."

● A Chicago newspaper offered a prize for use in the 6th War Loan Drive. "Lend it

to End it" was the winner. It does pack a wallop doesn't it?

● An essay by Hon. Jap school boy: "We blast Pearl Harbor, not too successful, kick back too damn hard. We blast New Britain, so sorry not so good either. We blast Attu, lose plenty face, also pants, etc. We blast New Guinea, still no honorable success. Sometimes this humble servant of sacred Imperial Mikado think we just a bunch of no good blasters."

● An optimistic operator is one who sees only the down payment and is always willing to make the best of it when he gets the worst of it. Anytime he finds himself in hot water he says, "Oh well I need a bath anyway." Fine bunch of fellows these operators.

● You hear much about Nazi youth. After all they are just following in their Fathers' goose-steps.

Curfew Trouble Again

MILWAUKEE—Agitation over the music box curfew has bobbed up again. This time it is the Common Council of Licenses Committee, asking the City Council to change the ordinance recently passed, permitting taverns in business districts to have music only until 12:30 week nights. The Committee wants the curfew to extend the time to 2:00 a.m.

* * *

Where's the other wind mill gone?
Oh, I took it down. Didn't have enough wind in the valley for two.

* * *

Harem Scarem?
No, he scares them.

USED RECORDS WANTED

OUR PRICE IS HIGHEST

No Shipment Too Large or Too Small

WE PAY THE FREIGHT

Shipping cartons if necessary.

WRITE OR WIRE COLLECT HOW MANY YOU HAVE!

MODERN RECORD COMPANY

7465 South Chicago Ave.

Plaza 6657

Chicago 19, Ill.

General Financing Applauded

LOS ANGELES—Operators throughout the West have not been hesitant in expressing their appreciation and gratitude for the cooperation they have received from the General Music Co., in helping them, financially, in setting up a new operation, or expanding the business they have already established.

While the war has eliminated production of new machines, opportunities for coin men still continue to open up.

Men who were not called into service or those coming home, honorably discharged, are looking for new fields to enter. Some of their buddies still over there were successful operators. They've passed the word on to the boys at home, who decide it's a good game to be in. But they need financial help, either in a small or large way.

The General Music Co., has never failed any of them. "Whatever the situation, we are capable of handling it," stated Bud Parr, owner of the company. "Our files are filled with letters from operators who tell us that they could not have taken advantage of the chances that came their way, if we hadn't been back of them."

"The men in charge of the two offices understand the operators' problems and are always on the job to discuss them. In Los Angeles, Fred Gaunt and in San Francisco, Ernie Brennan, handle the entire western territory, not only in distributing but in financing."

Washburn Has Plant

LOS ANGELES—Charles E. Washburn has combined his grinding, milling and pressing departments in two buildings which he recently acquired on East 45th Street in the city of Vernon and is now going full blast in the production of Peerless and Rodeo records.

Previously the three departments were housed in individual plants and their consolidation in the new plant will result in amplified production on both labels. Production company will be known as the Coast Record Manufacturing Co. and will exclusively be devoted to manufacturing records for Washburn distribution.

* * *

The sergeant was in the hospital for observation. He wanted to get another look at the nurse.

MAIN GEARS

FOR

WURLITZER and SEEBURG PHONOGRAPHS

Micarter Gears—Less Hub—Guaranteed

\$6.50

Quantity Prices to Distributors and Jobbers.

Write or Wire one-third Deposit with Order.

E. T. MAPE MUSIC COMPANY

1701 W. Pico Blvd.

Los Angeles 15, Calif.

DRexel 2341

Columbia Perforated
TITLE

PROGRAM STRIP SHEETS

20 to sheet—printed 2 sides—maroon strip dividing. Perforated with special perforation which holds tight while typing, tears with snap of finger.

\$5.00 PER M

Quantity Prices on Request

SEE

PAUL A. LAYMON

DISTRIBUTOR

1503 West Pico

Los Angeles 15

★ ★ ★ GUTSHALL GAZETTE ★ ★ ★

VOL. I

MARCH, 1945

NO. 2

"I'm Lost" Is National Favorite!



The "JACK" POT

**HOT TIPS ON TODAY'S
TOP TUNES**

By Jack Gutshall

Please Believe Me

We really have a low down blues number coming within the next thirty days. It's a honey and will be issued on the popular Exclusive label. One record store proprietor heard the recording last week and booked an order for 5,000 right off. It'll be a big profit maker on the automatic phonograph network.

To look over the balance of the record crop for the month, we find the King Cole Trio recording of "I'm Lost" still building and Cecil Gant's "I Wonder" pulling out of the stretch and looming as the second of the hot tunes on the Harlem and Sepia Hit Parades.

Both recordings have plenty of merit.

"Someone Over Here Loves Someone Over There" is another disc going to the top fast. Recorded by the Four Tones on Preview label, the disc has received an unusual number of plugs in radio stations across the country and customers are beginning to ask for it. Be ready. Get your order in now at 65c per copy.

The advent of "Juke Box Records" provides another source for the popular boogie woogie stuff. Their first record is recommended. We think it is swell and will make money for operators.

Huge Order Back Log As Disc Rides Hit Parade

The platter miracle of the past year is the Excelsior King Cole Trio recording of "I'm Lost" which is building in national popularity at a terrific pace and is now riding along on the Harlem and Sepia Hit Parade of national favorites.

"How Come" - "Everything About You Appeals to Me"

No this is not a question—but instead the "A" and "B" side of Exclusive Record's new hit tune by Red Callender Trio with Leon Rene doing the vocals. It's red hot. Grab it now!

Dan Grissom's marvelous recording of "I Wonder" continues to build and increasing quantities are being shipped daily. Grissom was formerly with the Jimmie Lunceford band where he handled the vocal chores. 65c to operators.

Exclusive's "Tisco Cisco" with Herb Jeffries orchestra and Pat Kaye on the vocal is still tops with operators. A 49c record to the operators.

Cecil Gets the Coin

If you've tried "I Wonder" by Cecil Gant you know what this boy can do to record grosses. The record is in a class by itself. Climb on the Gilt Edge profit parade by featuring Cecil and his "I Wonder" in each of your machines. Operator's price—65c.

"I Wonder" and the runner-up "Put Another Chair at the Table" are now available in unlimited quantities.

Watch for new release by Cecil Gant.

AMPLIFIER REPAIR SERVICE
Expert Mechanic. 48-hour service.
All work guaranteed.

WE PAY

**6¢ PER
POUND**

**FOR SOLID SCRAP,
DELIVERED**

Recorded more than eight months ago the disc has built slowly and its popularity has never waned on automatic phonographs. It is as good a nickel getter today, in the same locations, as it was months ago.

The huge volume of orders coming into our offices attest to the tune's popularity. More than 80,000 records have already been shipped and a huge back log of orders calling for countless thousands more prove that "I'm Lost" is far from that. Get your orders in now. No other recording of the Otis Rene number can touch a candle to the King Cole version. 65c to operators.

3 Musicraft Hits

The demand is steadily increasing for two new records by Joan Brooks. This thrush really can put over a tune. "7 Days A Week" backed by "If You Were the Only Girl in the World" and "Someday Somewhere" teamed with "What A Difference A Day Makes" are getting plenty of attention on locations. 33c to operators.

Herman Chittison Trio is a new group on Musicraft Red Label and their recording of "Schubert's Serenade" coupled with "There's Beauty Everywhere" is a cinch for phonos. 49c to operators. Try these three.

Juke Records Debut

Here's another new label which just made its appearance. Tunes are all specially designed and recorded for automatic phonograph use and carry the appropriate "Juke Box" label. First disc features the Sepia Tones version of "Boogie Number 1" and "Sophisticated Blues." If boogie woogie goes in your spots—don't miss this one. 65c to operators.

SHIP IT IN!
6c per pound for Scrap

Specials for This Month

TITLE STRIPS

**27 ON A SHEET FOR EASY HANDLING
IN A TYPEWRITER**

	Per M Sheets	Your Net Cost
1,000.....	\$7.50	\$ 7.50
5,000.....	6.00	30.00
10,000.....	5.00	50.00
30,000.....	4.00	120.00

**EASY "SNAP" PERFORATION FINE QUALITY
BRISTOL STOCK. STAYS TOGETHER WHILE
TYPING.**

Order now for future use. Bristol stock is getting scarce.

JACK GUTSHALL DISTRIBUTING COMPANY

Exclusive Packard Distributors

1870 West Washington Blvd.

ROchester 2103

Los Angeles 7, Calif.

THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

COIN
MACHINE
REVIEW

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FOR
MARCH
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➔The TROUBLE SHOOTER➔

● A Special Service Department intended to aid operators in their maintenance problems under wartime conditions. All material supplied by Jimmie Rutter of Operators' Service, Los Angeles. Address Mr. Rutter in care of THE REVIEW on any special problems you may have. There is no charge for this service. ●

SEEBURG WIRELESS BOXES

Trouble—Machine plays wrong number.

Remedy—A common trouble with these wireless boxes is wrong selections, especially where they are on 50 cycle current. This makes the motor in the box rotate so slow that the stepper releases and sends an impulse to the adaptor before the motor makes the contact point touch the next point on the stepper. Sometimes these boxes will play more than one number; for example, you may want to play number 19 and the box will pull number 5, 9, 13 and 16 before it pulls number 19.

To remedy this fault, remove the cover from the stepper and select a high number on the box. If your stepper arm hesitates and backs up on the way around, place a 16 Mfd. condenser in series with a 100 ohm resistor across the points to the holding relay.

If the transmitter in the box is weak and sends a poor signal to the receiver, your machine will play numbers below the

one selected. The main reason for the poor signals from the transmitter is weak tubes and condensers. Transmitter sending wrong frequency and boxes on different phase of three phase electric circuit, are other common reasons.

To check the capacity of the condenser in the box, short from the lock bar to the ringed circle on the bakelite panel and if there is a big drop in the brightness of your lights the condenser should be changed.

To reline the box to the receiver be sure to use a 500 Micro amp meter which is plugged into the jack that is provided at the factory. Remove the 2051 or 2A4 tube. Set the sensitivity control at 10 to start your check. Run coin through box and place an insulator between the motor carryover points at the top of the box. Depress the key locking arm on the left side and press number twenty key until the rotating contact point stops on one of the first five contacts. Release the arm

and receiver should pick up a signal from the box. Balance the box by changing the setting of the front screw in the shielded coil (to the right of the 70L7 tube) for the highest reading on the meter. As you adjust the screw you may have to reduce the setting on the sensitivity control in the receiver.

If the boxes and receiver are on the same phase of the line you should get a 500 Micro Amp reading with the sensitivity control set at zero. Remove the insulation from between the points and you should receive an intermittent signal above 350 micro amps. This procedure should be repeated on each box of the installation.

If your transmitter and receiver are checked okeh, and you can't receive a strong signal, check the power input at the meter and if it is three phase 220 volts you may have to bridge between the two circuits with a high voltage condenser which will allow your signal to travel into the line of the receiver.

BUCKLEY ADAPTORS ON WURLITZER TWIN TWELVES

Trouble—Machine plays wrong number.

Remedy—As long as a pin is pulled in on the Buckley adaptor the machine will operate. If your machine repeats the same number, check the pins and if one of them is pulled in, use your finger and return it to the normal position. If it is energized and jumps back in, remove the wire from the cable from the strip that corresponds to the number that keeps repeating. If this eliminates the pin being energized take a spare wire and wire it on the number back through the boxes until you clear up the short.

If the machine plays continuously and plays in rotation on one of the units, check all the pins and return them out farther with your finger. If, when you do this, the machine stops the machine is not returning them back enough to release the contact. Change the setting of the return arm until this has been corrected.

If both top and bottom units play at the same time check the toggle switches for shorts. These switches are delicate and break down inside and short, which allows both motors to run at once.

Trouble—If the machine does not run, or the pins will not pull from boxes.

Remedy—When the machine does not respond to the boxes, first check the fuses in the unit to see if you have power to the adaptor and boxes. If so, try the first box away from the unit first and then short from the common wire on the adaptor board to any number wanted. If you get the number there you may have a dead common wire in the cable.

If the pin does not pull from the adaptor board, the pins may be dirty and not making (See TROUBLE SHOOTER, Page 40)

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TUBES AND NEW ACCESSORIES

FOR COIN OPERATED PHONOGRAPHS

NEW ACCESSORIES

Front Glass 61 Counter Model.....	\$1.35	Box 100 Carbon Resistors.....	\$2.65
Front Glass 71 Counter Model.....	.90	Power Transformers, All Models.....	6.00
Needle Screws, Per Doz.....	1.75	Electric Soldering Irons.....	2.00
OHM Resistors, 10 W., Any Size.....	.30	Micro-Pick Ups (Metal) for Rock-Olas	
OHM Resistors, 20 W., Any Size.....	.50	or Mills.....	4.75
8 MFG Cond. Tub. Can., 450 V.....	1.50	5 Ft. Shielded Wire with Posts (Both Ends),	
8 MFD Cond., 450 V.....	.70	All Machines—Improves Tone of Mach.....	.40
16 MFD Cond., 450 V., Tub. Can.....	1.85	2 Wire Rubber Covered Zip Cord, Per Ft. .03½	
		P.M. Speakers, All Sizes, from \$5.00 to \$11.00	

TUBES FOR THE COIN MACHINE INDUSTRY

0Z4.....	\$1.50	6C5.....	\$1.00	12A8.....	\$1.00	24.....	\$.75
1A5.....	1.50	6C6.....	1.00	12K7.....	1.00	27.....	.70
1A7.....	1.60	6A6.....	1.50	12Q7.....	.90	33.....	1.00
1H4.....	1.00	6B5.....	1.95	12SK7.....	1.00	38.....	.95
1H5.....	1.30	6F6.....	.90	12SR7.....	1.30	41.....	.85
1LA4.....	2.35	6J5.....	.75	12Z3.....	1.00	43.....	1.10
1LN5.....	2.35	6H6.....	1.10	14A7.....	1.60	45.....	.80
1N5.....	1.60	6K7.....	1.10	14C7.....	1.40	46.....	1.10
1P5.....	1.60	6L6.....	1.35	25L6.....	1.30	47.....	1.10
1Q5.....	1.60	6Q7.....	1.10	25Z5.....	1.00	56.....	.80
2A4G.....	1.85	6SC7.....	1.00	25Z6.....	1.00	57.....	.90
2A3.....	1.60	6SK7.....	.85	35A5.....	1.30	76.....	.85
3Q5.....	1.60	6SL7.....	.75	35L6.....	1.00	77.....	.90
5V4.....	1.50	6V6.....	.60	35Z3.....	1.30	78.....	.90
5U4G.....	1.00	6X5.....	1.00	35Z5.....	.85	79.....	1.40
5W4.....	1.00	2051.....	2.25	50L6.....	1.10	80.....	.70
5Y3.....	.70	117L7.....	2.35	50Y6.....	1.10	83.....	1.10
5Z3.....	1.00	117Z6.....	1.60				

WE HAVE MANY MORE TUBES TOO NUMEROUS TO MENTION!
SUPPLIER'S CERTIFICATE MUST ACCOMPANY ORDER!

When you need critical tubes we are always glad to accommodate. In all fairness, you should reciprocate by giving us ALL your tube business, including the less critical tubes, because we cannot ship critical tubes only.

Deposit required with all orders!

WE HAVE A FULL LINE OF RADIO PARTS, MOTORS FOR WURLITZER AND ROCK-OLA. PICK-UP HEADS FOR SEEBURG. SPEAKERS, AMPLIFIERS, TRAYS, ETC. A-1 CONDITION AT REASONABLE PRICES.

ALBENA SALES CO.

587 10th Ave., N. Y. C.
Longacre 5-8334

DURA-HEAT

Electric Soldering Iron.
Underwriters Lab. Approved.
Extra fine for operators.
Guaranteed

100 Watt.....\$7.95

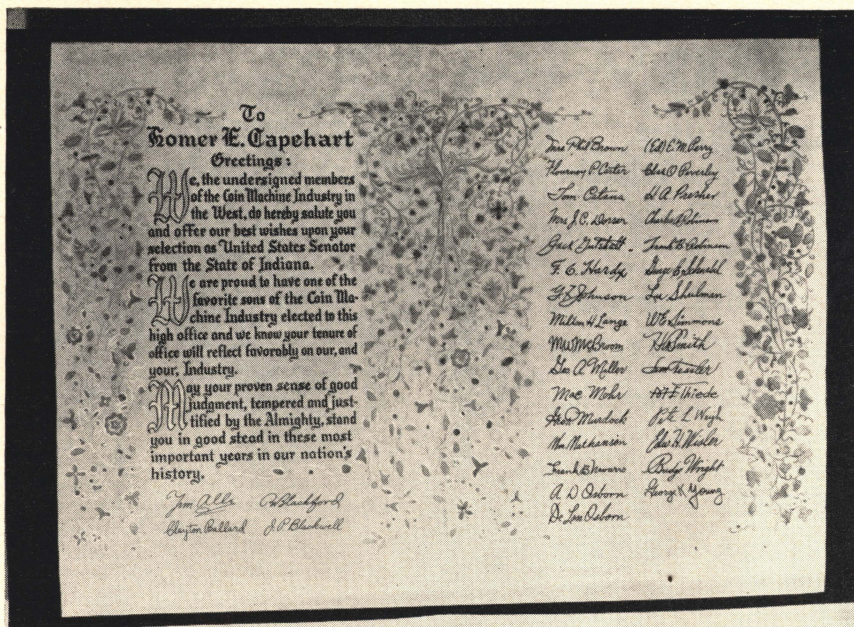
Write for prices on other sizes

— SEE —

PAUL A. LAYMON

DISTRIBUTOR

1503 West Pico Los Angeles 15



Western Coinmen Send Congratulations to newly-elected Senator Capehart

LOS ANGELES—One of the most beautiful and elaborate congratulatory messages ever produced in the Coin Machine Industry left Los Angeles the middle of February to be presented to Homer E. Capehart, newly-elected Senator from the State of Indiana, in Washington.

The message was beautifully hand lettered in old English on rare parchment, hand embellished in gold and 17 oil colors with large old English paragraph capitals gold filled, and encased in a silk lined, dubonnet suede case opening to 12½ by 19 inches in size. Following the three-paragraph message were the signatures of 35 of Homer's closest friends in the Coin Machine Industry in the West. The accompanying photo cannot convey, in black and white, the startling beauty of the finished masterpiece.

Produced at the instigation of several of Homer's closest friends who suggested a lasting tribute that would be cherished

and admired through his lifetime, the piece represented 112 hours work by the artist who handled the congratulatory presentation from the beginning to the finished work of art. In Washington the message will be presented to Senator Capehart in the Senate Office Building by Sgt. H. L. Mitchell, former associate editor on the COIN MACHINE REVIEW, who is now in the army and stationed in the Pentagon building.

That the Congratulatory Presentation struck a responsive chord in the hearts of Homer's western friends, was evinced in the many letters accompanying signatures. Wrote F. C. Hardy, Oxnard, "We need Homer in the White House. With his wish bone in his back he will be there some day. I happen to be a Hoosier and feel grateful to my home state for electing Homer E. Capehart to the U. S. Senate."

From Fresno, Mrs. E. G. Dorser wrote: "I know of nothing that I have ever placed

my signature on more cheerfully than this congratulatory presentation. I was in Indiana in October and talked some of my friends into voting for Capehart. Or, at least, they promised they would."

From Yakima, Washington, George R. Murdock expressed the same wishes that accompanied many of the signatures. "I am very pleased to be one of those selected and given the opportunity to congratulate Homer Capehart on becoming a United States Senator," wrote George. "Homer is to be congratulated, too. He was a Republican in a Democratic year. Few, indeed, were the Republicans who were successful in being elected in 1944 on their first try for such a high office. It is nice to know that a background in the coin machine industry no longer can stop a good man who aspires to the highest elective body in our Country. I like to think of the coin machine industry as being a worthy one. I like to know that the people of a great state think so, too. I believe all of those in the industry can hold their heads a little higher, because of Homer's success. We, too, are to be congratulated; we, of the industry, have gathered something in Homer Capehart's success."

Prominent coinmen responsible for the unusual tribute to one of the favorite sons of the industry are: Jim Alle, P. W. Blackford, Flournoy P. Carter, Tom Catana, Jack Gutshall, Mac Mohr, William Nathanson, Frank B. Navarro, A. D. Osborn, Charles A. Robinson, Frank B. Robinson, W. E. Simmons, M. E. Thiede and E. H. Wisler, all of Los Angeles; Clayton Ballard, G. F. Johnson, and Budge Wright, Portland; J. P. Blackwell and Lu Shulman, Denver; Mrs. Phil Brown and Mrs. E. G. Dorser, Bakersfield; F. C. Hardy and Charles Peverley, Oxnard; Milton H. Lange, Glendale; M. W. McBroom, Phoenix; George A. Miller, DeLoss Osborn and Sam Tessler, Oakland; George R. Murdock, Yakima, Wash.; Ed Perry, Spokane, Wash.; H. A. Presher, San Diego; George E. Schnabel, Seattle; H. R. Smith, Colorado Springs, Colo.; Pete L. Weyh, Havre, Mont.; and George K. Young, Selma, Calif.

COIN
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FOR
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CASH READY FOR MUSIC ROUTES ANY SIZE

If you have any equipment idle, turn it into cash on today's "top market." We will buy any or all of your music equipment, on or off location, and pay you the highest market prices.

Phone or write today:

CLARK DISTRIBUTING CO.

DON W. CLARK, Owner

Exclusive Wurlitzer Distributors for the West Coast

SAN FRANCISCO

LOS ANGELES

SEATTLE

415 Brannan Street
SUtter 5342

1561 W. Washington Blvd. 906 Elliott Ave. West
REpublic 4155 GARfield 0930

OPERATOR'S FRIEND OIL

THAT REALLY LUBRICATES
Can't gum. Especially for Coin machines. A few drops will save many service calls.

1 OZ. BOTTLE 59c

— SEE —

PAUL A. LAYMON
DISTRIBUTOR

1503 West Pico Los Angeles 15

J. F. BARD

CALIFORNIA WAREHOUSE

619 Antonia Avenue

Los Angeles 31, Calif.

CApitol 1-7793 — CRestview 6-9957

We are still buying any quantity of Used Records at highest price . . . AND PAY THE FREIGHT. We also furnish packing material if needed.

**FOR SOLID SCRAP WE PAY
6c PER POUND F.O.B. LOS ANGELES**

**CHICAGO WAREHOUSE and OFFICE
414 SOUTH FRANKLIN ST., CHICAGO 7**

TROUBLE SHOOTER (Continued from Page 38)

ing contact enough to pull it in. Be sure to check the small springs in the front of the circle and see if the contact is making contact with the pin. Remove the pin by removing the half moon washer. Clean it with a fine sand paper and return it into the adaptor. Be sure to replace the contact in the back on the right side of the pin when you replace the pin as the machine running contact is there. Clean all 24 pins, adjust springs, and you should be able to pull the pins.

If the unit runs until the pin is returned and then stops or plays the number one late, check the toggle switches for openings or they may not be making contact at the right time to carry over to the next number.

Nine Million Records Sold

NEW YORK—Since orchestra leader Glenn Miller was reported missing in action, one thing has come to light, that both he and RCA-Victor had kept under cover. In one year, 1941, Miller's record sales reached a total of 9,000,000 recordings, probably the highest amount of discs of any band or artist ever sold in a 12-month period.

"Say butler, I'm leaving and I made a stupid error. I tipped the master instead of you."

"That is awkward. I'll never get it now."

**IF YOU WANT TO
SELL**

Any Type of Coin-Operated Equipment

— SEE —

PAUL A. LAYMON

DISTRIBUTOR

1503 West Pico

Los Angeles 15

Newspaper Traces Growth of Phono Interest

SALT LAKE CITY—The *Salt Lake Tribune* reports that "If all the automatic phonographs in Salt Lake were laid end to end . . . they'd probably still be beating their tubes out with 'Is You Is or Is You Ain't?'"

In a recent issue the newspaper stated that there are nearly 500 coin-operated phonographs in the city and county, "with an average of 20 records apiece and enough multicolored lights to rival the Great White Way.

"The first of their kind came to Salt Lake City back in 1929 when E. D. Francesco, still in the business, installed an eight-record affair at the municipal baths, now Wasatch Springs. Without benefit of long-life needles, it took considerable servicing to keep the records from finishing from scratch.

"Later models had an automatic tube, which dropped a fresh needle in the groove after each platter, and then science went berserk with wires and came up with a coin machine at every counter, although no selections were offered. You merely

dropped in your nickel and got what was next in line and enjoyed it even if it were the 'Skater's Waltz' by Goldman's band or 'Piccolo Pete' by Ted Weems.

"Revolutionary new ideas are planned for postwar phonographs, local dealers say.

"Paper Doll," an old tune by Julian Black, which was dusted off the shelves in 1943 and made a smash hit by the Ink Spots, is still Salt Lake City's all-time favorite song, a survey of dealers showed.

"With the abandonment of Glenn Miller's band, Harry James took the number 1 spotlight in the hearts of juke box lovers, with Bing, the groaner, a 2-1 favorite over 'The Voice,' Sinatra."

Box Puts Baby to Sleep

CHICAGO—A soldier, his wife and twenty-months-old baby had a tiresome trip from Florida. While waiting here to continue their trip, they went into a restaurant. The baby wouldn't drink her milk—just cried. All usual methods to quiet her were futile. Then a sailor dropped a coin in the music box. Out floated Bing's voice singing "Toora, loora, loora, Hush now don't you cry." A wisp of a smile spread across the baby's face; her head began to nod; her eyelids drooped—she was asleep.

3 Grand for Cole Trio

NEW YORK—Hot disc recorders, the King Cole Trio, will begin a solo series of theater dates in March at \$3000 a week. It's not so long ago that \$300.00 was their top salary. Discs made for Capitol and Excelsior Records are responsible for their up-swing in popularity and the big coin.

Who was sorry when the Prodigal Son returned?

The fattened calf.

BUY AT SOUTHWESTERN YOU MUST BE SATISFIED!

TOOLS OF ALL KINDS

Tool Kits \$4.20, \$5.75 and \$9.00

Allen Wrenches

Electric Irons

Ball Pein Hammers

Drills

Point Adjusters

Complete Assortment of Screw Drivers

Snips, Long Nose Cutting Pliers

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SOUTHWESTERN VENDING

MACHINE COMPANY

2833 W. Pico Blvd., Los Angeles 6, Calif.

RO. 1421

NEEDLES!!

AEROPPOINT

Our Fastest Selling Needle! 50c Each
Lots of 25, 48c Ea.; Lots of 100, 46c Ea.

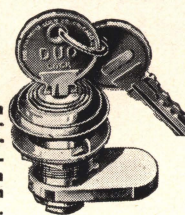
**One of the
FINEST NEEDLES!
TONE DARTS 45c EACH**

Lots of 100—40c Each

**We also have PERMO POINTS
35c Each, Any Quantity!**

"DUO" Registered Key Locks

Protect Your Cash Boxes! We register your key number and no one within 500 miles can buy locks with your key number.



Lots of 25.....70c Each
Lots of 50.....65c Each
Lots of 100.....60c Each
(Above Prices Are for Standard Length Barrels; Long Barrels, 10c Each Extra)

BLOCK MARBLE CO.

1527 FAIRMOUNT AVE.
PHILADELPHIA 30, PA.

GET IT FROM BLOCK—THEY HAVE IT IN STOCK!

THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

COIN
MACHINE
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FOR
MARCH
1945



LET US HELP YOU WITH *Your Postwar Plans*

The post-war period will bring many changes in every line of business. You'll have to be on your toes to keep out in front. The time to lay your plans is now. We're making ours. Let us help you with yours. Drop in for a friendly chat. We can focus the experience of our broad contacts on your problems — help you get set for a flying start in the postwar period.

WOLF SALES COMPANY

Exclusive WURLITZER Distributors

FOR COLORADO, WYOMING, UTAH, ARIZONA, NEW MEXICO, EASTERN IDAHO
1932-4 Broadway Denver 2, Colorado

COIN
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FOR
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★ IN WASHINGTON ★

● Piano and organ manufacturers are telling WPB that during the first several years, after the war, they will be doing about 60% better than 1941, when output totaled 160,000 units. That will mean more employment, too.

● The Veteran's Administration has made special arrangements to get brand name cigarettes to disabled servicemen, by direct dealings with manufacturers. Regular retail channels are providing only three packs weekly to hospitalized veterans. Under the new plan, when commercial stocks fail, veterans will buy from the government, paying only the cost of the cigarettes, plus tax.

● Radio tubes go from bad to worse. The industry is booked for war work up to June 1945, or later. Recent estimates show less than 2,000 tubes a month for civilians. The program is so urgent, that Ray C. Ellis, former director of the radio and radar Division, has been recalled from General Motors, for more war service.

● The confectionery industry, will continue to be restricted in its production while sugar rationing continues. The amount of candy for the civilian market will be even less in 1945 than in '43 and '44. Five percent of 5 cent candy items are to be made available for government purchases.

● The coin machine industry is watching Supreme Court decisions, and results of the National Patent Planning Commission's report, on government owned or controlled patents. Interest has been stirred because the government has used or adapted some of the devices in the coin machine industry for military training purposes.

The report of the commission is expected

to set precedent in forming government policy on using these patents or licensing them to business firms later.

Capitol Acquires Hillbillies

HOLLYWOOD—Lee Gillette of Capitol Records, Inc., has just returned from a three-month trip into the hill country and announced that he has signed four outstanding hill-billy attractions as exclusive Capitol artists. They are: Wally Fowler and his Georgia Clod-Hoppers, radio favorites in Knoxville; Pappy Beaver, noted singer and guitarist; the Burchfield brothers, singers, and Uncle Henry's Original Kentucky Mountaineers. Gillette recorded all four groups while in the East.

Honolulu Opens Canteen

HONOLULU—A teen-age canteen, just established here, is using an automatic phonograph to furnish the music. The idea

was developed by the Youth and War Effort Committee, to create entertainment that would lessen juvenile delinquency. The canteen will start out with money supplied by the Community Chest of the territory. The canteen is open all day and up to nine at night, with games and refreshments. This canteen is expected to serve as a model for others.

Decca Sales Up

NEW YORK—Decca Records, Inc., reports 1944 sales the largest in the company's history. They are estimated between \$13,500,000 and \$14,500,000, compared with \$11,300,000 in 1943.

While the firm has shown continuous sales increases for some time, its production of phonograph records could be practically doubled if it were not for labor problems. Materials, principally shellac, are now available for greatly increased output.

BUY AT SOUTHWESTERN. YOU MUST BE SATISFIED!

PLASTICS WURLITZER	
800 top corners	ea. \$16.50
800 lower sides	ea. 13.50
800 top centers, (right and left red)	ea. 8.00
750 top corners	ea. 8.75
750 lower sides	ea. 8.75
750 top center	ea. 4.25
850 top corners	ea. 9.50
850 lower sides	ea. 8.75

850 top center	ea. 11.00
850 peacock glasses	ea. 3.50
950 side plastics	ea. 10.50
700 top corners	ea. 7.50
700 lower sides	ea. 9.50
500 & 600 top corners, ea.	4.00
500 & 600 lower sides, ea.	4.85

SEEBURG HI-TONE

Model 9800, 8800 or	
8200 lower sides	ea. 14.50

ROCK-OLA

Standard, Masters, DeLuxe or Supers	
Top corners	ea. 12.75
Lower sides	ea. 12.75

SHEET PLASTICS

50 GAUGE (thickness of a new penny)	
20x50" (red only)	ea. 12.50

Southwestern Vending Machine Company

2833 West Pico Blvd.

RO. 1421

Los Angeles 6, Calif.

THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

REVIEW MUSICAL POPULARITY POLL

FEBRUARY, 1945

An authoritative chart showing the popular musical favorites and compiled from information gathered in the principal key cities and wired to us at press time.

On Phonographs—

1. Rum and Coca-Cola
Andrews Sisters—Decca
Louis Prima—Hit
2. Ac-cent-tchu-ate the Positive
Johnny Mercer—Capitol
Bing Crosby-Andrews Sisters—Decca
3. Don't Fence Me In
Bing Crosby-Andrews Sisters—Decca

4. There Goes That Song Again
Russ Morgan—Decca
Sammy Kaye—Victor
5. I Dream of You
Tommy Dorsey—Victor
Andy Russell—Capitol
6. I'm Beginning to See the Light
Harry James—Columbia
Duke Ellington—Victor

7. Evelina
Bing Crosby—Decca
8. Cocktails for Two
Spike Jones—Victor
9. Into Each Life Some Rain Must Fall
Ink Spots-Fitzgerald—Decca
10. Angelina
Louis Prima—Hit

On Radio—

1. Rum (lime) and Coca-Cola
2. Saturday Night Is the Loneliest Night in the Week
3. Ac-cent-tchu-ate the Positive
4. Don't Fence Me In
5. Cocktails for Two
6. Evelina
7. Always
8. I'm Beginning to See the Light
9. There Goes That Song Again
10. I Dream of You

Best Selling Sheet Music—

1. Don't Fence Me In (Harms, Inc.)

6¢ PER POUND
FOR SCRAP

CHAS. E. WASHBURN CO.

DON'T DELAY — SHIP IN YOUR SCRAP

6¢ PER POUND
FOR SCRAP

IMPORTED MEXICAN MUSIC

Unequalled in Wearing Quality

Popular Selections Now in Stock

- 1999 EL HIJO DESOBEDIENTE—Corrido
DE CUANDO ENCUANDO—Cancion
Martin y Malena—con Mariachi
- 1984 POR UN AMOR—Cancion
EL TOPETON—Cancion
La Torcacita—con Mariachi
- 1991 TU QUE DIJISTI—Corrido
EL CABALLA ENSILLADO—Corrido
Martin y Eloisa—con Mariachi
- 1997 HUMANIDAD—Cancion Bolero
LA CITA—Corrido
Hermanas Hernandez—con La Orquesta de Juan S. Garrido
- 1831 OYE VALE—Cancion
DOS CORAZONES—Cancion
Martin y Eloisa—con Mariachi
- 2000 SOLDADO RASO
EL DURAZNO
Pedro Yufante—con Mariacha
- 1954 TRAIGO MI 45—Corrida
CORRIDO DE LAS BRAVUCONES
Fernando Rosas—con Mariacha
- 1938 NOCHES ETERNAS—Corrida
LOS LAURELES—Cancion
Martin y Eloisa—con Mariacha
- 1873 LA FERIA DE LAS FLORES—Cancion
ASI SE QUIERE EN JALISCO—Cancion
Manualita Arriola—con Mariacha
- 1770 AY JALISCO NO TE RAJES—Cancion
(Recently Released Under the American Title of "The Three Caballeros")
LOS TARZANES
Manuelita Arriola—con Mariacha
- 1903 EL BARRILITO—Polka
(A Very Fine Record of "The Beer Barrel Polka")
CUATRO VIDAS—Polka Fox
Orquesta de Los Hnos Dominguez
- 1982 ANGUSTIA—Danzonette
LINDA MUJER—Son
(Recently Released Under the American Title "You Never Say Yes")
Miguel Aceves Mejia con La Orquesta de Juan S. Garrido

AND MANY OTHER POPULAR RANCHERAS, BOLEROS, etc.

Peerless DISCOS

1511 West Pico Boulevard
LOS ANGELES 15, CALIFORNIA
FE 1171 EX 3404

RODEO RECORDS

WE BELIEVE THAT RODEO RECORDS WILL OUTWEAR ANY OTHER AMERICAN RECORD. UNSOLICITED TESTIMONIALS FROM OPERATORS PROVE THIS CLAIM. YOU CAN DEPEND ON THEM TO GET THE NICKELS.

RODEO'S SINGING STAR

OZIE WATERS

(A VOICE YOU'LL REMEMBER)

STILL GOING BIG

- 2001 WE'LL HAVE A RODEO IN TOKYO, AND A ROUND-UP IN OLD BERLIN
Sung by Ozie Waters. Acc. by the Colorado Hillbillies
- 2001 IT'S TOO LATE TO SAY YOU'RE SORRY NOW
By Walt Shrum and his Colorado Hillbillies
- 2002 TIE A SADDLE STRING AROUND YOUR TROUBLES
Sung by Ozie Waters. Acc. by the Colorado Hillbillies
- 2002 DRY YOUR EYES
By Walt Shrum and his Colorado Hillbillies
- 2003 DON'T SWEETHEART ME
Sung by Ozie Waters. Acc. by the Colorado Hillbillies
- 2003 THERE'S A TEAR IN YOUR EYE
By Walt Shrum and his Colorado Hillbillies
- 2004 I LOST YOU
Sung by Ozie Waters. Acc. by the Colorado Hillbillies
- 2004 I'LL BE AROUND SOMEWHERE
By Walt Shrum and his Colorado Hillbillies
EXCELLENT NUMBERS BY OZIE WATERS
Rodeo's Singing Star
- 2005 MY HEART'S IN THIS LETTER
ARKANSAS SWEETHEART
By Ray Wade and his Rhythm Riders
- 2006 YOU CAN'T GIVE ME BACK MY HEART
I DON'T CARE ANY MORE
By Ray Wade and his Rhythm Riders

YOU'LL LIKE THIS BAND!

COMING SOON: 4 NEW RELEASES BY RUSTY DRAPER AND HIS DREAMERS.

Rodeo RECORDS

(The Finest in Hillbilly and Western Music)

1511 West Pico Boulevard
LOS ANGELES 15, CALIFORNIA
FE 1171 EX 3404

6¢ PER POUND
FOR SCRAP

As our production increases the need for scrap becomes more imperative. We will deduct freight charges and mail you a check for the balance. Don't delay.

6¢ PER POUND
FOR SCRAP

THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

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2. There Goes That Song Again (Shapiro-Bernstein)
3. Rum and Coca-Cola (Feist)
4. Ac-cent-tchu-ate the Positive (Morris)
5. I Dream of You (Embassy)
6. My Dreams Are Getting Better (Santley)
7. A Little On the Lonely Side (Advanced)
8. I'm Making Believe (Bergman-Vocco-Conn)
9. Always (Berlin)
10. Confessin' (Bourne)

Best Selling Records—

1. Rum and Coca-Cola (Andrews Sisters)
Decca 18636
2. Don't Fence Me In (Crosby-Andrews)
Decca 23364
3. Ac-cent-tchu-ate the Positive (Johnny Mercer) Capitol 180
4. I Dream of You (Frank Sinatra)
Columbia 36762
5. Cocktails for Two (Spike Jones)
Victor 20-1628
6. I'm Making Believe (Ink Spots-Fitzgerald) Decca 23356
7. I'm Beginning to See the Light (Harry James) Columbia 36758
8. Saturday Night Is the Loneliest Night in the Week (Frankie Carle)
Columbia 36777
9. I Dream of You (Tommy Dorsey)
Victor 20-1608
10. Into Each Life Some Rain Must Fall (Ink Spots-Fitzgerald) Decca 23356.

On Wired Music—

1. Rum and Coca-Cola
2. Ac-cent-tchu-ate the Positive
3. Don't Fence Me In
4. I Dream of You
5. Cocktails for Two
6. My Dreams Are Getting Better all the Time
7. A Little On the Lonely Side
8. There Goes That Song Again
9. Confessin'
10. I'm Beginning to See the Light

Sepia Hit Parade—

Top tunes in colored spots supplied at press time by Otis Rene, of Excelsior Records.

1. Into Each Life Some Rain Must Fall (Ink Spots-Fitzgerald) Decca
(See POP. POLL, Page 44)



RODEO'S SINGING STAR OZIE WATERS

COIN
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HOLD YOUR LOCATIONS WITH WASHBURN SPECIALS

CONSOLES

Late Head Four Bells.....	850.00
Old Head Four Bells.....	595.00
Lucky Lucre.....	225.00
1941 Bangtails.....	425.00
25c Bally Roll 'Em.....	179.50
Royal Flush.....	85.00
Royal Draw.....	125.00
Paces Reels.....	124.50
Paces Saratoga.....	124.50
5-25c Super Bell conv.....	595.00
Club Bells.....	259.50
5c Super Bell conv.....	369.50
Roletto Jr.	225.00

ONE BALL FREE PLAY

Longacres.....	525.00
Thorobreds.....	525.00
Derby '41.....	325.00
Club Trophy.....	325.00
Track Record.....	150.00
Whirlaway—New.....	450.00
Track Record conv.....	175.00
Sportsman.....	375.00
Pacemaker—cash.....	135.00
Hawthorne—cash.....	135.00

1 ABT 7-Gun RIFLE RANGE
Guaranteed like new.
WRITE FOR PRICE

SLOT MACHINES

Write for Prices

5-10-25-50c Blue Fronts
5-25c Original Chromes
5-10-25c War Eagles
5-10-25c Roman Heads
5-10-25c Jennings Chiefs
5c Extraordinarys
5c Futurities
5-25c Cherry Bells
5-25c Brown Fronts
5c Glitter Gold Q. T.'s
5c Mills Club Extraordinary—Original
All slot machines overhauled and refinished

ARCADE EQUIPMENT

Rapid Fire.....	175.00
Chicken Sams converted.....	159.50
Keeney Anti Aircrafts.....	79.50
Radio Rifles.....	89.50
4 Panorams converted to Peek Shows.....	ea. 450.00
200 reconditioned and overhauled free-play five ball marble tables from 27.50 to 115.00. Write for list and price.	
Abbott Electric Coin Counter—counts and wraps 1-5-10-25-50-1.00—on stand—new.....	\$650.00
Standard Johnson Electric Coin Counter, separates and counts into drawers, does not wrap 1-5-10-25-50c.....	\$795.00

CHAS. E. WASHBURN COMPANY

1511-1513 West Pico Blvd.

(EX 3404)

Los Angeles 15, California

THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

RECORDS

Only records suitable for use on automatic phonographs are rated below. Side responsible for rating is listed first in each case.

KEY TO RATING

5★ **EXTRA GOOD.** Cream of the crop for the past 30 days. Timely, unique, clever, unusual and definitely above-the-average numbers.

4★ **VERY GOOD.** Possessing universal appeal. Suitable for any type of location.

3★ **GOOD.** Suitable for rounding out balanced programs. Numbers fading in popularity.

ABBREVIATIONS

FT—Foxtrot; W—Waltz; FT VC—Foxtrot with vocal chorus; V—Vocal; N—Novelty; OT—Old Time; HB—Hillbilly.

BLUEBIRD

- 3★ 34-0721 Roosevelt Sykes
I WONDER (FT V)
MELLOW QUEEN (FT V)
- 4★ 33-0521 Elton Britt
WEEP NO MORE, MY DARLIN' (HB V)
SOMEDAY (HB V)
DECCA
- 4★ 23379 Bing Crosby-Andrews Sisters
AC-CENT-TCHU-ATE THE POSITIVE (V)
THERE'S A FELLOW WAITING IN
POUGHKEEPSIE (V)
- 4★ 18639 Glen Gray
ROBIN HOOD (FT VC)
THIS HEART OF MINE (FT VC)
- 4★ 8668 Louis Jordan
YOU CAN'T GET THAT NO MORE (FT VC)
MOP! MOP! (FT VC)
- 3★ 18638 Charlie Barnet
YOU ALWAYS HURT THE ONE YOU
LOVE (FT VC)
INTO EACH LIFE SOME RAIN MUST
FALL (FT VC)
HIT
- 4★ 7122 The Three Suns
OH, MARIA (FT VC)
SLEIGH RIDE IN JULY (FT VC)
- 3★ 7123 Louis Prima

- I WONDER (FT VC)
I WANT TO GO TO TOKIO (FT VC)
- 4★ 7124 Louis Prima
HITSUM-KITSUM-BUMPITY-ITSUM (FT VC)
WHAT'S THE MATTER MARIE? (FT VC)
- 4★ 7125 Louis Prima
RUM AND COCA-COLA (FT VC)
I WANNA GET MARRIED (FT VC)
- 4★ 1010 Pat Flowers
AIN'T MISBEHAVIN' (FT Piano)
ORIGINAL BLUES (Blues Piano)
- 3★ 1011 Pat Flowers
CHOPIN E MINOR WALTZ (Piano)
BUT NOT FOR ME (FT Piano)
- 4★ 1012 Pat Flowers
CANTEEN HONKY TONK BOOGIE (Piano)
BACH PRELUDE AND FUGUE (Piano)
- 4★ 1013 Pat Flowers
EIGHT MILE BOOGIE (Piano)
BLUE DANUBE (Waltz Piano)

VICTOR

- 5★ 10-1135 Boston "Pops" Orchestra
SALUTE TO OUR FIGHTING FORCES (I)
SALUTE TO OUR FIGHTING FORCES (II)
- 4★ 20-1622 Tommy Dorsey
SLEIGH RIDE IN JULY (FT VC)
LIKE SOMEONE IN LOVE (FT VC)

- 5★ 20-1615 Freddy Martin
STRANGE MUSIC (FT VC)
MAGIC IS THE MOONLIGHT (FT VC)
- 5★ 20-1623 Duke Ellington
I DIDN'T KNOW ABOUT YOU (FT VC)
I AIN'T GOT NOTHIN' BUT THE
BLUES (FT VC)
- 4★ 20-1631 Four King Sisters
AC-CENT-TCHU-ATE THE POSITIVE (V)
KIND TREATMENT (V)
- 4★ 20-1636 Charlie Spivak
EV'RY TIME WE SAY GOODBYE (FT VC)
ONLY ANOTHER BOY AND GIRL (FT VC)
- 4★ 20-1624 Phil Moore Four
YIP YIP DE HOOTIE, MY BABY SAID
YES (FT VC)
AND HER TEARS FLOWED LIKE WINE (FT VC)
- 4★ 20-1637 Vaughn Monroe
THERE! I'VE SAID IT AGAIN (FT VC)
RUM AND COCA-COLA (FT VC)
- 3★ 20-1630 Perry Como
MORE AND MORE (FT V)
I WISH WE DIDN'T HAVE TO SAY
GOODNIGHT (FT V)
- 4★ 20-1638 Artie Shaw
I'LL NEVER BE THE SAME (FT)
'S WONDERFUL (FT)
- 4★ 20-1632 Dinah Shore
CANDY (V)
HE'S HOME FOR A LITTLE WHILE (V)
- 4★ 20-1621 Freddy Martin
EVALINA (FT VC)
WHEN THE BOYS COME HOME (W VC)
- 4★ 20-1634 Dinah Shore
LET'S TAKE THE LONG WAY HOME (V)
GUESS I'LL HANG MY TEARS OUT
TO DRY (V)

POP. POLL.

(Continued from Page 43)

2. Ac-cent-tchu-ate the Positive (Johnny Mercer) Capitol
3. Rum and Coca-Cola (Andrews Sisters) Decca
4. I'm Beginning to See the Light (Duke Ellington) Victor
5. I'm Lost (King Cole Trio) Excelsior
6. I Wonder (Dan Grissom) Exclusive
7. Mop! Mop! (Louis Jordan) Decca
8. I Wonder (Cecil Gant) Gilt Edge
9. Somebody's Got to Go (Cootie Williams) Hit
10. I'm Making Believe (Ink Spots-Fitzgerald) Decca
11. Ac-cent-tchu-ate the Positive (Crosby-Andrews) Decca
12. Gee Baby, Ain't I Good to You? (King Cole Trio) Capitol

Western Hit Parade—

Songs most requested by radio listeners to the 201st broadcast of the Western Hit Parade:

1. Don't Fence Me In (Gene Autry)
2. Gonna Build a Big Fence Around Texas (Gene Autry)
3. Smoke On the Water (Red Foley)
4. I'm Losing My Mind Over You (Al Dexter)
5. There's a New Moon Over My Shoulder (Tex Ritter)
6. Born to Lose (Ted Daffin)
7. I'm Wasting My Tears On You (Tex Ritter)
8. No Letter Today (Ted Daffin)
9. Jealous Heart (Tex Ritter)
10. Soldier's Last Letter (Ernest Tubbs)

Lucky Strike Hit Parade—

1. Ac-cent-tchu-ate the Positive
2. Don't Fence Me In
3. There Goes That Song Again
4. I Dream of You
5. My Dreams Are Getting Better all the Time
6. A Little On the Lonely Side
7. I'm Making Believe
8. Confessin'
9. Every Time We Say Goodbye

Wac: "Have you and your sergeant ever had any differences of opinion?"

Pvt.: "Yes, but he didn't know it."

COIN
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Preferred by Coin Phonograph Operators Everywhere

Both the Standard Elliptical and Permo Rounds available at your Decca, RCA Victor or Columbia record distributor.

PERMO POINT ROUND

PERMO, INCORPORATED
The Original and World's Largest Manufacturer of Long-Life Phonograph Needles.

6415 Ravenswood Ave.,
Chicago 26, Illinois

THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

FINANCING for Music Operators

When you want to finance equipment or take over a route, bring your problems to Morris Plan.

We have the financing experience and *know-how* that gets things done —in a hurry!

MORRIS PLAN

Resources over \$8,500,000

San Francisco—711 Market

Oakland—1763 Broadway

COIN
MACHINE
REVIEW

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FOR
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1945

Murdock Opens Office

SAN FRANCISCO—George Murdock, former Western factory representative for Rock-Ola Manufacturing Corp., has opened an office here at 1797 Union Street under the name of George R. Murdock & Associates, and installed George Bennett, formerly of M. A. Pollard & Co., as manager.

Associated with the firm is Willard Wayne, electronic engineer, and at present the Murdock office is specializing in rebuilding amplifiers to function properly on four tubes of the variety available today. For example, the Murdock firm can rebuild a 12-tube Seeburg amplifier to function on 4 tubes without endangering the tone quality of the unit. A stock of rebuilt amplifiers, motors and pick-ups is available for immediate exchange and operators have merely to turn in their old unit and walk out with a completely rebuilt one.

National Records Clicking

NEW YORK—National Records Corp. is rapidly shaping up as one of the important

members among the independent record manufacturers. Established over two years ago, National had been pressing records for most of the smaller disc companies at its Phillipsburg, N. J., plant until recently.

Deciding to "speak for itself" last fall, National introduced its own line of pressings; on the Red National label. Retailing at 75c appeared popular and hillbilly numbers. The blue label discs, retailing at \$1.05 carry blues, jazz and instrumental numbers.

A. B. Green, president of National Records, and its subsidiary, National Plastics Corp., stated: "Our policy is to put on the market the numbers the public wants to hear, when they want them; and to make them available to the operator and retailer when he needs them." The firm's records are distributed from New York, and Chicago where Irving Green is in charge of National's outlet, the Mid West Music Co.

Some of the talent so far recorded on National include Dick Thomas, cowboy singer; Al Trace and His Silly Symphonists; Vincent Lopez and His Orch.; Raymond

Scott Orch.; Warren Evans, popular sepiavocalist; Hank D'Amico Sextet and Quartet; Emmett Berry's Jazz Five, and many others.

Currently, National Records is excited about their new release of "S. K. Blues" by Joe Turner, Esquire's Blues Winner in their all-American Poll. In the poll Joe took top honors and his famous "Wee Baby Blues" was mentioned by three of Esquire's board of experts as their favorite record. Turner is the originator of the robust style of blues shouting so imitated today.

Another National favorite (we're speaking of the record label as well) is the Al Trace recording of "Rum and Coca-Cola." And, coming up fast, are the Warren Evans sepiavocalist star renditions of "I Wonder" and "I'm Lost."

All in all—National is a company to watch. It has ambitious plans for the future.

A gelding is a stallion who had his tonsils out so he would have more time to himself.

W.R. BURTT

THE COIN TUBE MAN

Critical Types Offered
Consumer Market at
OPA Retail List Prices.
Write for Twice
Monthly Inventory
Release Sheet.

Radio Tubes
for all
makes
of
Coin
Operated
Machines

L-265
Suppliers'
Certificate
Required

W. R. BURTT
436 N. TERRACE DR.

WICHITA 8, KANSAS

Extra Fine Switch SERVICE KIT

\$7.50

F.O.B. CHICAGO

SEE

PAUL A. LAYMON

DISTRIBUTOR

1503 West Pico Los Angeles 15

6SC7-5Z3-80-83-2A4G and 70L7

These tubes are next to impossible to secure. We have adapters for making the changeover that require no changes in the amplifier or remote boxes.

#100—6SC7 to 7F7
110—5Z3 to 5U4G
125—80 to 5T4, 5V4G, 5Y3 or 5Z4
126—83 to 5U4G or 5X4
\$3.00 Each in lots of Six

#205—2A4G to 2051 (Seeburg Guns)
210—2A4G to 2051 (Remote Music)
215—70L7 to 7A4-7A5 (Seeburg Remote Boxes)
\$6.50 Each, Minimum Shipment of Six

These have all been tried and proven thoroughly satisfactory. WE GUARANTEE SATISFACTION. Absolutely no worry, anyone can make the change, carry these in your service kit as standard equipment. One-third with order, balance C. O. D.

HERMITAGE MUSIC COMPANY

416A BROAD ST.

NASHVILLE 3, TENN.

THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

Rudy Vogt Recalls Colorful Days of Early Operating

"King of the Slots"! was what they used to call Rudy F. Vogt, pioneer in the coin-operated machines industry. His adventures, risks, golden profits, are as exciting as the intriguing stories, woven into the histories of the men, who played such a spectacular part in the Gold Rush days of California.

But Rudy's experiences were not confined to one state. They took him nearly all over the Union and into some foreign countries. He has operated almost every known type of coin-operated machine, and in the accompanying story, written by himself, he tells you about it in his own individual way. After all his travels, he decided that Salt Lake City was the place to stay, and there he is today, in business.

WHILE OPERATING a cigar store in San Diego, in 1912, I ordered two floor style gum vending Liberty Bell machines, and they did so well I at once started placing them in local saloon and cigar stores on a percentage. In those days the machines were about the size of a floor style Victrola and were not built to precision as today, but were made of hand fit castings and gave plenty of grief, especially under the heavy play they received in those good old days when slugs were few and five-dollar gold pieces were plentiful. The gold pieces more than made up for the slugs.

Shortly after I started, I ordered some small counter Bells, with cast iron cabinets that seemed to weigh a ton. Then Pilots, Elks, Scarabs, Silver-Cups, Check Boys, Brownies, Totems, all came and went, as no machine stood up and received the play the Liberty Bell, invented by my old friend, the late Charles Fey, did.

In 1916, I had accumulated about 200 machines, including some small Winner Dice, Mayflower, Puritan, etc., and while I had been continually advised by my banker and friends to get out of the business, as the law was sure to close them up shortly, I sold out in parcels of ten to twenty-five machines in order to go and look up a new, larger territory to operate in. At that time I felt I could always find some place to run, should the law clamp down on any one place, despite my banker's and friends' advice.

I had always felt that way, until along in 1933, when New York, New England, Pennsylvania, the Virginias, Carolinas and the entire southeast began closing with a bang. It began to look to me that my

prediction, made several years before this date, that the Jack Pot would eventually kill the slot machine, had come true. Gradually the Middle West, Utah, Colorado, and even Wyoming closed.

I sold out in San Diego in 1916 and then looked over the entire northwest and finally stopped in Salt Lake City, Utah. I expressed 60 vendors into Salt Lake and, for nine months, gave the city its first real run on bells. The last three months of that time were filled with complaints and test cases, so I packed up and headed for Northern California, opening in Sacramento with 100 machines, in 1917. I closed there of my own accord, during the war period, selling my equipment in Oakland.

After the Armistice, I blew back to Los Angeles with no equipment and less than \$1000.00 in cash.

While I was in San Diego running a cigar store, Joe and Bob Gans were in the wholesale cigar business in Los Angeles and Bob traveled the road, calling on me every three or four weeks. Bob had seen me handle slots and when I started for the northwest, I dropped in on Bob and Joe in Los Angeles to say hello, and they asked me to line them up on the slot machine business. On the strength of our conversation they bought their first 21 slots.

So when I reached Los Angeles in late 1919, I dropped down to see how the boys

were doing. They had accumulated some 420-odd machines and showed me over 400 of them stored in the basement with only 20 on location.

Right then I made a proposition. They were to supply the equipment and I was to do the work. Fifty-fifty on the profits.

I went north and opened in Sacramento and later Stockton for a four-and-a-half years' run and sent Joe and Bob enough money to start what was later the largest slot machine operating firm in the world. Williams of Indianapolis had been the largest at one time, under the name of Silver King Novelty Co.

A San Jose operator decided that he too could operate in Stockton, so he started to give me competition in grocery stores, which I would not cover in those days. This happened at a time when my political fences in Stockton had become weakened, so I decided to bite back and went to San

(See RUDY VOGT, Page 54)

BUY AT SOUTHWESTERN YOU MUST BE SATISFIED!

PARTS HARD TO OBTAIN
Coils for all kinds of games
Photocells for ray-o-life guns
Radio Tubes
Wooden Balls for Skee Balls, Playballs,
Jennings Roll in the Barrel
Mats for Skee Balls
Parts for ABT Guns
Service Kits
Spring Kits
Coin Chutes, slides

SOUTHWESTERN VENDING MACHINE COMPANY

2833 W. Pico Blvd., Los Angeles 6, Calif.
RO. 1421

COIN
MACHINE
REVIEW

47

FOR
MARCH
1945

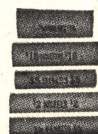
FOR THOSE WHO HANDLE MONEY

Abbott offers a complete line of Coin Counting Machines, Coin Wrappers, Currency Straps, Coin Handling Equipment and other Bank Supplies.

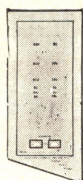
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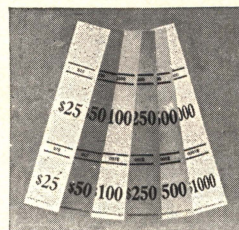
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FLAT WRAPPERS



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THE ABBOTT
"TWIN"
WINDOW WRAPPERS

Circulars Mailed on Request

We not only have the desire but the ABILITY to serve.

ABBOTT COIN COUNTER CO.

143rd St. and WALES AVE.

NEW YORK 54, N. Y.

WURLITZER AND SEEBURG
PHONOGRAPH

MAIN GEARS

Write for Special Price
Quantity Prices on Request
GEARS FOR MILLS
1-2-3, Jumbo Parade

— SEE —

PAUL A. LAYMON

DISTRIBUTOR
1503 West Pico Los Angeles 15

THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

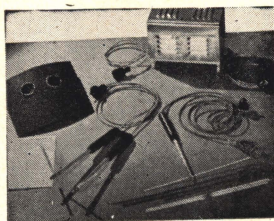
BUY AT SOUTHWESTERN. YOU MUST BE SATISFIED!

**Only 16
WESTERN ELECTRIC WELDERS**

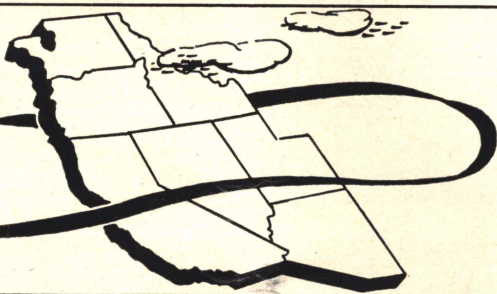
in stock. A life-saver if you have any welding to do. Do not expect to receive any more for the duration. While they last

\$27.45

Southwestern Vending Machine Company
2833 West Pico Blvd. RO. 1421 Los Angeles 6, Calif.



*In the
West*



Los Angeles

Uncle Sam is making new inroads on the gentry of the business and each week sees more operators in the Southland getting their "Greetings." Frank Matthews, Hanford operator, reported for his physical and was ordered to a camp in Arkansas immediately. Frank had expected the usual 30 days allowance to get his affairs in order but the Board was apparently short on quota and sent him right along. Mrs. Matthews is endeavoring to carry on.

O. J. Laurent, San Luis Obispo, and Bob Cardiff, San Miguel, have been "Greeted" and will shortly be in uniform.

Harry Osbrink has received word that his son, Harry Wallace Osbrink, Machinists Mate 2nd Class, has been assigned to a hospital boat operating between Pearl Harbor and the battle front. Ship goes out all painted in white and with all lights on and flags flying.

Captain Mel Giles, formerly with California Games, is back after four years in the army. Mel has been in the European theater since the start of operations there and has had 76 bombing missions over Germany and was in on the Normandy invasion. As pilot Mel has brought his crew back safely from each mission with one exception when a crew member was injured in the hand by flak before the

plane reached its objective. Mel has the Presidential Citation, Distinguished Flying Cross, Air Medal with six gold leaf clusters and several more his chest doesn't provide room for, along with campaign ribbons galore. Giles will shortly report to Las Vegas for new assignments.

Master Sgt. Nelson Baker, former servicemen at Paul Laymon's, is back in the country for three months before reporting at Las Vegas for reassignment. Baker has been in the European theater and has participated in 26 bombing missions.

Loren Freeman, Fresno, drove to Los Angeles to see his son briefly while he was passing through from one army camp to the other.

Clarence Philbin has become a father for the third time and our Uncle observed

the occasion by sending him "Greetings" and he's already in the service.

Dave Gottlieb, of D. Gottlieb & Co., Chicago, spent a couple of weeks on the Coast visiting with jobbers and distributors.

Julia Wainscott has joined the office staff at California Amusement as secretary.

Harry Greenberg has disposed of his phonograph route to Bard Music and hopes to leave soon for Mexico City and Guatemala if he can obtain the necessary passports.

Davidson Brothers, vending operators, have joined the Los Angeles Chamber of Commerce.

Nick Carter, of the Nickabob Co., has acquired the A. Nathanson Arcade on South Main Street. Nick has also purchased the equipment in another Arcade at Balboa, closed the spot and moved the equipment to his West Pico showrooms. Business at Balboa has dropped more than 75 per cent since army men moved in and took over all the cottages and shut out pleasure seekers.

Gus Johnson, technician at Badger Sales, is back from a buying trip to Oklahoma and Texas with a lot of equipment. Percy Shields of E. T. Mape Music Co., made a similar trip through central California.

Barney Fishman's Sportland at Ocean Park is getting ready for the Spring season and Barney is buying madly.

Mr. and Mrs. Paul Johnson recently celebrated their twenty-fifth wedding anniversary. Relatives gifted them with a set of sterling silver. Incidentally, Johnson's fourteen-year-old daughter Suzanne is winning plenty of plaudits for her family. She has appeared in piano recitals a number of times and local newspaper critics have praised her lavishly.

Mr. and Mrs. Jack R. Moore, Portland, are vacationing in Los Angeles and Palm Springs.

Billy E. Mason, well known and genial Santa Monica operator, never loses an opportunity to perform a kind deed for the boys and girls in the services. When Al Malaikah Shrine staged its recent Charity Circus, Billy was host to 30 nurses from Birmingham General Army Hospital in Van Nuys. Later he delivered six radios

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ZINGO

Harry Williams' latest creation and the first "upright" Pin Game. Making real money for operators.

\$375.00

Ready for Immediate Delivery

— SEE —

PAUL A. LAYMON
DISTRIBUTOR

1503 West Pico Los Angeles 15

IF YOU FEEL "GX? * ZI" ABOUT YOUR MACHINES

CHANGE TO GUARANTEED EQUIPMENT!

AUTOMATIC PAYOUT CONSOLES

Bally Club Bell, F.P. & P.O.
Jumbo Parade, F.P. & P.O.
Super Bell, F.P. & P.O.
Super Bell Twin, 5 & 25c
Jenn. Bobtails
Super Bell, 3-5 & 1-25c
Super Bell, 5c & 5c

Evans 1941 Dominoe, J.P.
Lucky Lucre, 1941
Jumbo Parade
Baker Pacer
Pace Twin Reels, 5 & 10c
Pace Twin Reels, 10 & 25c
Pace Saratoga, F.P. & P.O.

Mills Three Bells
Mills Four Bells
Late Head, 3-5 & 1-25c
Mills Four Bells, Factory Re-built
Bally Roll-Em
Pace Saratoga Rails, 10c

MILLS SAFE STANDS — REPAINTED — COMPLETE THRUOUT

WILLIAMS ZINGO — 5 BALL UPRIGHT FREE PLAY GAME

REFURBISHED 5 BALL FREE PLAY GAMES

SENSATIONAL! WILLIAMS FLAT TOP — SMOOTH AS SILK

Marvel Baseball
United Midway

Gott. Shangri-La
Bell Pin-Up Girl

United Arizona
Gott. Stage Door Canteen

FACTORY REBUILT SLOT MACHINES

Mills Gold Chrome, 50c
Mills Gold Chrome, 25c
Mills Gold Chrome, 10c
Mills Gold Chrome, 5c
All Chrome One Cherry, P.O.
Mills Brown Front, 25c
Mills Blue Front, 25c

Mills Club Bell Console, 5c
Mills Club Bell Console, 10c
Mills Club Bell, Console, 25c
Mills Bonus Bell, 5c
Mills Brown Front, 5c
Mills Brown Front, 10c
Mills Blue Front, 10c

Mills Original Chrome, 5c
Blue & Gold Vest Pocket, 5c
Jenn. Victory Chief, 5c
Jenn. Club Chief, 5c
Mills Roman Head, 10c
Mills War Eagle, 25c
Mills Blue Front, 1c

Bally Turf King, One Ball Automatic Payout with Jackpot, Mills Jumbo Parade Console, Free Play

Now Earning More Than Ever—LIBERATOR PERISCOPE

WE WANT TO BUY YOUR PINBALL GAMES. Highest prices paid. Send us your list. Do not have to be in working order just as long as complete in parts.

Do you need Coin Machine Parts? Let us serve you.

TERMS: One-Third Deposit, Balance Sight Draft or C. O. D.

PACIFIC COAST DISTRIBUTORS

2316 SOUTH UNION AVE.

All Phones: Richmond 5527

LOS ANGELES 7, CAL.

THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

Puzzled - -

ABOUT WHERE TO BUY?

Try **NICKABOB** *First!*

— **ARCADE EQUIPMENT** —

5 Rock-Ola World Series.....\$119.50	6 Victory Rolls (used)..... 222.00
3 Mills Drop Pictures..... 39.50	1 Strike It 39.50
1 Mills Lifter 110.00	1 Coin-operated Bowling Table.. 59.50
1 Bally Basketball 69.50	3 Western Base Ball..... 129.50
1 Blow Ball 89.50	2 High Ball 79.50
7 Shoot the Japs..... 159.50	2 Batting Practice 149.50
5 A.B.T. Challengers 22.50	8 1936 Skee Balls, as is..... 130.00
10 Kirk Guesser Scales..... 125.00	4 Rapid Fires 168.00



See Us For—

Sky Fighters
Drivemobiles
Playballs

Ace Bombers
Super Bombers
Texas Leaguers

NICKABOB SALES COMPANY

(NICK CARTER)

FAirfax 1461

2525 West Pico Boulevard, Los Angeles 6, California

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and more than 2000 books, magazines and crossword puzzles to boys in that hospital and now he has promoted a fine concert piano for the officers' quarters there. Billy doesn't overlook the boys in uniform in his home town either, for when the Shrine staged its annual Christmas Show he dropped by the Army Recreation Camp in Santa Monica and left two blocks of tickets.

Roy Bazelon of Monarch Coin Machine Co. left for Chicago on the 31st after spending some time in the West, most of it with Len Micon at Pacific Coast Distributors. Micon escorted him around to visit the jobbers and distributors.

Preston Jarrell is as busy as the proverbial beaver at Coinmatic Distributors filling operators' orders from their rapidly

expanding stock of supplies and parts. Firm is doing a terrific business and a girl will be added in another week to help out.

Al Slick has joined W. H. Leuenhagen & Co. as shop mechanic. Al is a seasoned technician on coin devices and has worked for operators in Long Beach and Las Vegas.

Some big orders have been filled recently at Southwestern Vending Machine Co. Kraft's Greater Shows have purchased considerable arcade equipment for their shows which will open in Calxico this month. Other big buyers included: I. B. Gayer, San Bernardino; Major Mohr, Redondo; Charlie Peddicord, Anaheim; Jack Beavers, Oxnard; W. E. Keller, Mission Beach; Elmer Smith, Santa Paula; Howard Grohe, Venice; and Ted Bloomer, Mojave.

Harold Murphy and Jim Hume were in at Laymon's to buy equipment for the Palm Springs Music Co. Other visitors in search of parts and supplies included Stanley Tracy, Kingman, Ariz.; W. Ellis Johnson, Claremont; W. H. Shorey, San Bernardino; Dick Sharp, Santa Ana; J. Ar-

noldus, Caliente, Nev.; Joe Grater, Oxnard; Sam Niles, Santa Maria; J. W. Olson, San Pedro; Mrs. Joy Bradley, Ontario; Lloyd Barrett, Pomona; Art Dawes, San Diego; D. J. Delgado, Oxnard; Don Henson, Merced; William Mason, Venice; G. E. Freburg, Inyokern; and Don Radenbaugh, Homer Gillespie, Joe Richarme and John Ketchersid, Long Beach.

(See LOS ANGELES, Page 52)

BUY AT SOUTHWESTERN YOU MUST BE SATISFIED!

GLOBES AND EXCITER BULBS
FOR ALL TYPES OF MACHINES

- #44, 46, 47, 50, 1455, 1456 for pin games—70c a box of 10
- #51, 55, 63, for ray guns and games, 57c box of 10
- 27v. special for Keeney Super Bells, \$2.80 box of 10
- #1484 red special bulb for Ace Bomber \$2.80 box of 10
- #1129 for one-balls, \$1.30 box of 10
- Panoram exciter bulbs, 75c ea.
- Panoram 750W exciter bulbs \$4.10 ea.
- Coin Movie exciter bulbs, \$1.05 ea.
- #1489 bulbs for Ray-O-Lite Gun, 80c ea.

**SOUTHWESTERN VENDING
MACHINE COMPANY**

2833 W. Pico Blvd., Los Angeles 6, Calif.
RO. 1421

**Do You Need
Arcade Equipment
RAY GUNS
or CONSOLES?**

— SEE —

PAUL A. LAYMON

DISTRIBUTOR
1503 West Pico Los Angeles 15

"EVERYBODY TALKS ABOUT THE WEATHER—

but nobody ever does anything about it." So wrote Mark Twain, and he could have been talking about repair and maintenance until Globe Electronics entered the field. We have established a new high for perfect workmanship. If you haven't tried Globe—come in today. We are recognized specialists on 4 Bells, 3 Bells, Vest Pockets, 1-Balls, Paces Races, etc.

REMEMBER—

ALL EQUIPMENT INSURED AGAINST FIRE AND THEFT WHILE IN OUR SHOP.

GLOBE ELECTRONICS

1221 VENICE BLVD.

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LOS ANGELES 6, CALIF.

THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

The **WELCOME MAT** Is Out!

YESSIR! We're now at home in our beautiful new quarters in the Robinson Building at Pico and Magnolia and we're proud to have been selected the repair and maintenance organization for tenancy in this fine building devoted exclusively to serving the operators of the West.

We Specialize In

REMOTE CONTROL MUSIC INSTALLATIONS

REPAIRING AMPLIFIERS

REPAIRING SUPER-BELLS

ONE BALLS and FIVE BALLS

CHECKING AND LINING WIRELESS BOXES ON LOCATIONS. ALL AND EVERY TYPE OF PHONOGRAPH SERVICE.

SPECIAL

**We Specialize in making Club Bells' Reels motor-driven.
No more broken handles!!**

OPERATORS SERVICE

2307 West Pico Boulevard

**(Jimmie Rutter)
DRexel 5015**

Los Angeles 6, California

COIN
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EXPERT REFINISHING

OF ALL TYPES OF

COIN-OPERATED EQUIPMENT

In our new shop in the Robinson building are expanded facilities enabling us to do all types of fine refinishing on any, and all, types of equipment. Let us help you with your machines.

MILO HERRING

2309 W. Pico Blvd., Los Angeles 6, Calif.

Gossett's Designing Shop

IN THE NEW ROBINSON BUILDING AT

2311 W. Pico Blvd. Los Angeles 6, Cal.

DRexel 4712

We specialize in any type of design work. Designing phonographs is one of our major specialties. We invite your consideration and will be pleased to discuss your problem with you.

Salesboards

5c - 10c - 25c - 50c - \$1

BOARDS

**Complete Line of DeLuxe
HITS**

•
**LET US SHOW YOU THE WIDE
VARIETY OF FAST BOARDS THAT
ARE TODAY'S POPULAR FAVORITES**
•

C. A. ROBINSON & CO.

2301-03 West Pico Blvd., Los Angeles 6, Cal.

FEderal 1810



A NEW, MODERN, SERVICE BUILDING

Dedicated to

YOU—YOUR NEEDS—YOUR SERVICE REQUIREMENTS

We invite you to make our new building at Pico and Magnolia, in the heart of Coin Machine Row, your headquarters when in Los Angeles. You'll find every type of specialized service you desire and efficient and courteous artisans to assist on your every requirement.

Complete Line of
PARTS and SUPPLIES
What Do You Need?

BUCKLEY - SEEBURG - WURLITZER
KEENEY and ROCK-OLA
REMOTE CONTROL BOXES

Expert
AMPLIFIER REPAIRING

"DUO" LOCKS
FOR ALL GAMES AND PHONOGRAPHS
Stop key worries. Order your Registered Key Locks. Only one key for ALL machines.

Won't You Come In Today?

C. A. ROBINSON & CO.
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Federal 1810

YOUR COIN MACHINE UTOPIA—PICO AND MAGNOLIA

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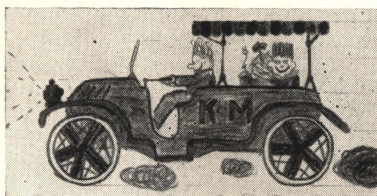
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STAY OUT OF THE "BOWELS" OF YOUR MACHINE



CALL
FAirfax 9841
and
K & M SERVICE
Will Be on the Way



For prompt, efficient, intelligent repair work on all types of coin-operated equipment, give us a call! Seasoned veteran mechanics will give your machines the sparkle and performance of new machines.

K. & M. SERVICE

721 South Valencia

Los Angeles 14, California

D. H. Harvey, Pismo Beach, visited Los Angeles on his way to Oklahoma to attend the funeral of a relative.

Bill Wolf reports an unusually good month at California Amusement. Al Griebahn is doing a fine job as salesmanager and new operators are visiting the establishment daily. Frank Reichard is head-quartering at Cal. Amusement and devoting his time to buying and selling routes which the firm is equipped to finance, if desired.

Most of the local jobbing establishments were cleaned out of arcade pieces the last of January when the Hawaiian Islands shipping opened for a brief period and the Island operators took advantage of the opportunity to get much needed equipment.

A happy golf foursome at the Wilshire Country Club on February 13th included Schwartz and Stemler of Clark Distributing, Kellerman of the Bergstrum Music, Honolulu, and Bill Happel, of Badger Sales.

Devie Devlet, Monrovia, is celebrating his fifth anniversary as a buyer of used records in California and his third year as national distributors of Rekucky's Slide for cleaning records.

Mac Mohr has taken over the huge bowling alley in the former Club LaSalle rooms of the Spring Arcade at 542 South Spring Street. Consideration was over \$100,000.

Len Micon is currently proclaiming the praises of Harry Williams' latest release "Flat Top."

Mr. and Mrs. Jack Moore, Mr. and Mrs. Dan Donohue and Mr. and Mrs. Jean Minthorne made the night spots on the 9th.

Clark Distributing Co. carried advertising in the February 12th daily newspapers to call attention to the Wurlitzer coast-to-coast broadcast of "Abe Lincoln's Story."

John Clouder, Milwaukee, was a recent visitor with Bill Happel. Bill started Clouder out in the operating game with ten Rock-Olas several years back.

The crusading parson of Santa Ana had his case submitted in briefs to Judge Howard C. Cameron on February 14th.

Virginia Beban and Lieut. Frederick Hessler, Army Air Force, were united in marriage at the Beverly Hills Lutheran Church on January 27th. Virginia is the daughter of Mr. and Mrs. Homer I. Skehan, and pappy has been connected with operating for a number of years.

Phil Greenberg of Atlas Novelty, Pittsburgh, Pa., and brother Barney of Atlas Automatic Music, Detroit, are here on a visit and stopping at the Ambassador. Recently Jack Simon, Cleveland, joined them for a gabfest with Len Micon at Pacific Coast Distributors.

Bob Bard has opened a record store on Pico near Vermont to add to his multiple activities.

Jack Gutshall takes the medal for the wild life display in his place of business. Jack has a mounted elk and two deer heads in the showrooms and one deer head in his office. They're all beauties.

Recent out-of-towners spotted on the Row included Art Narath, Santa Ana; William Goodson and Paul Hirschler, South Pasadena; Theodore Verdin, Santa Maria; Ivan Wilcox, Visalia; Ted Brown, Bakersfield; Burt Polin, Santa Maria and Francis E.

Turner, Stockton.

The Army likes its slots and when some of them needed repairs at Hobbs Field, New Mexico, they were flown over to Santa Ana and trucked up to Badger Sales for repairs.

San Joaquin valley operators suffered considerable damage to equipment during the January floods when water stood three feet deep on the main streets of Visalia and Tulare.

L. B. McCreary was expected at the local Mape office on the 15th for one of his infrequent visits.

Bill Leuenhagen finds phono rentals a mighty nice side-line. Recently he has been cooperating with the Coca-Cola Co. in renting out machines for "Coke Sessions" at various department stores where style shows are held for teen-agers.

Charlie Robinson is now ensconced in his grand new building at Pico and Magnolia. Sharing quarters in the first multiple rental building devoted to the welfare of the Coin Machine Industry are: Operators' Service, specializing in repairs and maintenance of all types of equipment; Milo Herring, refinishing and repainting equipment; and Gossett Designing, specialists in designing all types of devices. Another rental will soon be devoted to servicing the operator's needs.

And, while speaking of Charlie, we should relate that he sold his place in San Fernando valley and is now hobnobbing with the city folks. The Robinsons purchased the former home of the ex-Mrs. Stan Laurel on Citrus Avenue and are quite at home in town. Charlie can't believe that only ten minutes will get him home. For years he's been driving through traffic a half hour or more to get out to the valley spot.

Said the chap: "Do you like cocktails?" She said: "Yes, tell me some!" and with that we close this accounting for this month.

New Film Releases For Converted Panorams

QUALITY PICTURES SERIES 1 TO 14

Write for literature

— SEE —

PAUL A. LAYMON

DISTRIBUTOR

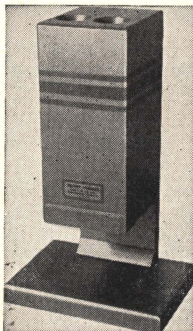
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BUY AT SOUTHWESTERN YOU MUST BE SATISFIED!

**NICKEL
NUDGER**

\$9.85

LIMITED
AMOUNT
IN
STOCK



SOUTHWESTERN VENDING MACHINE COMPANY

2833 W. Pico Blvd., Los Angeles 6, Calif.
RO. 1421

It Will Be A "GREAT DAY IN THE MORNING"

when this ad grows to a full page bristling with scads of new Vendors, Merchandise and Supplies we will have ready for immediate delivery to our hundreds of customers in the West. We're planning toward that "Great Day" and when it comes . . . you'll find VIKING ready!!!

Until then, we consider it our privilege to help you maintain your operations as efficiently as possible. May we help you with your parts requirements? We'll do our best to be of service.

Viking Specialty Company

530 GOLDEN GATE AVENUE

SAN FRANCISCO 2, CALIFORNIA

THE BLUE BLOODS OF THE INDUSTRY READ THE REVIEW EXCLUSIVELY!

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Seattle

A study in contrast: jobbing house openings in 1940 and 1945: Five years ago the bright array of flowers would have made a florist drool enviously. Drinks, buffet lunch, employees flitting about, a floor tightly lined with glittering games. In '45 there are games—but open gaps yawn between them. The employees soberly attend to duty; the employer, sleeves rolled up, works side by side. Gaiety, drinks and sparkle have been replaced by new resolve and purpose. The atmosphere of Coin Row reflects the atmosphere of a world at war.

Eyeing the Row with a Double "O"—Decca's Pacific Coast Manager, L. C. Gilman, visited locally, and while he was warmly welcomed, he could have been loved to death by simply bringing along a few copies of "Rum and Coca Cola," the smash-bangingest nickel-grabber in months. "I could use 10,000 of them," one of Seattle's top phono ops commented. . . . With most jobbers constricting their field, expansion is news. Sam Grossman of the Seattle Coin Machine Co. has added punch boards, installed a repair shop, and taken unto himself a partner. Earl Everett, one-time manager of Jack Moore's, entered the S.C.M.C. fold last month.

Remember George Murray, the cheery cherub who righted wrong games three years ago? He's still repairing—but now it's for the U.S. Army Signal Corps in Seattle's Federal Office Building. . . . Cly Newton is riding the road to health in the East. . . . They've always been A-1 operators; now their draft board has confirmed the rating: Jack Block and "Block-buster" Rudy Peterson await call to colors. Rudy's induction will probably be delayed until Army Clothing Supply can requisition enough yardage to outfit him. . . . A radio service shop has been added to Frank Countner's phono holdings, with Edwin Anderson as static-soother.

Any troublesome customer tangling torsos with new op Dean McAdams may find himself thrown for a loss because the man who purchased Irving Chelin's wired music route was a standout football star with the University of Washington and the pros. Chelin is retaining his non-wired phonos while opening a record shop in the downtown area.

Open for business again is Western Distributors and back at the same desk is Solly Solomon with the same evenness of temperament and smiling disposition which won countless friends throughout the Northwest.

Short Shots from the Schnabel Shop—A hernia operation sidelined Vern Preston. . . . The electric chute department lost Dave Montgomery to the merchant



We're As Close As Your 'Phone

Call EXposition 7162 for

FIVE BALLS-SLOTS-CONSOLES

PHONOGRAPHS and REMOTES

Bring Your Equipment

Maintenance Problems to Us!

We have enlarged our repair and maintenance service and can now take care of the repairs on all types of coin-controlled equipment.

BRING YOUR MACHINES IN FOR

EXPERIENCED PRECISION WORKMANSHIP

W. H. LEUENHAGEN & CO.

EXposition 7162

1813 W. Pico Blvd. Los Angeles 6, California

marines. . . . Add hospitalizations: Wes Moore, hit by a heart ailment that lasted three months. . . . The Schnabel Coin-Master, revolutionary electric coin chute which would have soared to sensational popularity except for scarcity of vital materials, is enjoying limited sales—only because of a limited supply.

"Le Monde Chic de Larson." It's not the name of a new woman's hat, nor a zombied drink, nor an appetizing dish. In the English we all try to use, it means "Little Man," and is the name of a prize toy poodle owned by "Porky" Jacobs. The animal has won many prize trophies and will vie for more honors next month in California.

Cpl. Louis Karnofsky

10 YEARS AGO

THE HOT NEWS IN THE
REVIEW TEN YEARS AGO

Hallihan and Getz, who opened the first penny arcade in San Francisco in 1907, opened a new sportland on Market Street. . . . Portland and Seattle jobbers and distributors reported a good year in 1934 and

predicted a brilliant future for the coin machine business. . . . E. C. McNeil was elected president of the California Ciggie Operators.

Harry Drollinger gave out with a deer barbecue for 150 guests. . . . Kansas police picked up a slot machine thief who confessed that he robbed slots by placing them in a baby buggy and trundling them on home where he could empty the cash box in privacy. . . . The 1935 Coin Machine Exhibit was held in Chicago on February 18th to 21st and brought out a record crowd.

Victor J. Evans, a fraudulent coin machine jobber who rooked plenty of operators, was sentenced to 5 years in the federal penitentiary. . . . "Automatic Cinema" was the latest thing in London. . . . Jules Pace was elected prexy of the Louisiana Operators. . . . Lou Wolcher moved for the third time in 4 years and moving to larger quarters each time. . . . Detroit Ops installed new Skill Games Operators' Assn. officers at a banquet at the Detroit-Leland Hotel. . . . National Amusement Co. opened offices in San Francisco. . . . Sam London, operator turned jobber, opened his Milwaukee Coin Machine Co. . . . K. C. Novelty Co., in the wholesale premium business for a number of years, opened a pin game jobbing department.

* * *

Where is Denver located?
Just below the "O" in Colorado.

COIN
MACHINE
REVIEW

53

FOR
MARCH
1945

BUY AT SOUTHWESTERN. YOU MUST BE SATISFIED!

DO YOU NEED ANY ARCADE EQUIPMENT?

Shoulder Graph
Questions & Answers
Magic Clock Vendor
Evans in the Barrel
Heart Beat
Johnson Baseball
Strength Test
Action Baseball
Hollywood Nudies
News Reel
Birthday Clock
Quarterscope

Charm
Horoscope, Mills
Barrel Roll
Rock-Ola Baseball
Mountain Climber
Fortune Teller
Bowling Alley, Exhibit
Card Machines, Mutoscope
& Exhibit
Skee-Ball-Ette
Muscle Builder

Ten Strike
The Circus
Bally Alley
World Series
Atlas Baseball
Sky Fighter
Goofy Golf
Travelogue
Lifter
Air Raider
Chicago Coin Hockey
Selector-Scope

Southwestern Vending Machine Company
2833 West Pico Blvd. RO. 1421 Los Angeles 6, Calif.

Improved
SCAVENGERS
for
Mills Jumbo Parades
Part #505A

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DISTRIBUTOR
1503 West Pico Los Angeles 15

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GENUINE SEEBURG AND BALLY GUN LAMPS IN LOTS OF 10 . . . 60c EACH

WRITE FOR SPECIAL PRICE IN LOTS OF 100!

12" PM SPEAKERS.....\$9.50

TERMS—1/3 Deposit With Order, Balance C. O. D.

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ECONOMY SUPPLY COMPANY

615 TENTH AVE. ★ NEW YORK ★ BRyant 9-3295

RUDY VOGT

(Continued from Page 47)

Jose, only to find my competitor had two quarter and three or four nickel machines in every location, good or bad. I decided I must have something new or different to cut in, so made up my mind that I must have a dime machine. No factory had ever built a dime self-pay slot, so I went to see Charles Fey in San Francisco. Charley advised me not to try, as two thin dimes were as thick as one new dime and he showed me how it would be impossible to prevent lapping in the coin chute.

I was still determined to cut into San Jose and started experimenting on dime slot machines. The result was a pressure spring in front of the coin slot to prevent lapping, later replaced by the factories with two pressure levers set in the back of the coin chute.

Eighty new nickel Mills side vendors were changed to dime coin chutes, tubes, and pay slides, and the fun started. It was estimated that over \$10,000.00 was spent by operators wiring the factories for dime machines, which of course they did not have.

Flattering offers from the factories for a sample, were, of course, refused and I had the pleasure of giving my San Jose competitor a music lesson for nine months. Charley Fey and my two mechanics were true blue and helped me keep my secret until about nine months later, when about 11:30 one Saturday night a car drove up in front of a Chink lottery location and four men got out. Two stood at the door and two went to the rear of the place, where two quarter and two five-cent machines were ignored, but one of my two dime machines was picked up and carried out. The four men drove away and six weeks later a Chicago firm was advertising dime slots.

We opened San Francisco while Sacramento was open, but only lasted three months there.

A three-month run in Pasadena followed Sacramento and Stockton closing. A four-day run, after nine months of preparation with 200 specially built machines, in South America, gave me the foreign cure, a Mexican stand-off.

In the operating game, you have to take it on the chin to get in the big company, and go broke as easy as you make it. Six times in the big money and six times broke, trying new territory, I should know. I made one mistake of letting myself go broke at the time the depression started and it was sure tough. Prior to that it did not matter much as I had a lot of fun and was single.

Broke again, I produced a conversion for old slots, capping the pay combination with stars and having the machine pay double automatically when three stars showed on a winning combination. Also a forty-pay conversion. I produced over 800 of these rebuilt machines for my last comeback and about that time New York closed and the rapid-fire closing over the entire country caused me to turn to skill games.

In 1932, I tried to interest Bob Gans in backing me in pin-game production, when only one game, Whiffle, was being manufactured, but Bob did not think at that time, that the marble game would amount to much and was too busy to let me convince him. At that time we could have made a couple of million the first year on a five thousand dollar capital, as we would have hit the ball and been the first in the west to manufacture pin games.

Maine and Tennessee are the only states I have missed in my travels. I can tell

about the three-inch headlines in San Francisco, when after a three months' successful run on a test case, a second test case went against me. . . . Of the forty penny bells I built over from nickel machines, in 1921, and used in San Joaquin Valley before the factories produced penny bells. . . . Of how the old-timers used to respect each other's territory and work together. . . . How, under heavy play, the old-style machines needed a new clock works at least once a week and just how tired you got counting an average of \$1000.00 in nickels every day in the year and if you missed a day you had \$2000.00 to count the next day. . . . How the evolution from two-stick gum to mints came about, from cash pay to trade check, from trade checks to future play and then to non-redeemable checks.

I was operating in Sacramento and also financially interested in a chain of three furniture stores in Sacramento, Stockton and Roseville, when Herbert Hoover arrived in Sacramento to run the morning paper, the "Sacramento Union," for the Democratic interests that had bought the Union prior to Wilson's campaign for a second term.

I called on Hoover to let him know I was running full-page ads in the Union. I saw Jim Flynn knock out Jack Dempsey at Murray and had \$50.00 on Flynn.

I looked over Miami, Florida, a year after the big blow but did not like the chances there, and was in New Orleans when Hoover blew the levee 30 miles below New Orleans, trying to relieve the flood of the Mississippi. I spent three rainy days and nights ankle deep in mud and water with a searching party in the South American jungle, hunting an American citizen who had become lost. At one time I looked over San Juan and Ponco, Porto Rico, but money looked scarce there at the time for operating. However, the trip was exciting, as two days out of San Juan, my steamer had to turn out of its course, to ride out a small hurricane, giving me two thrilling days.

Around San Diego and Los Angeles, I was known as "Rudy"; in San Francisco, Los Angeles and Stockton they called me "Bud"; Utah pals called me "Doc", and in a good many places, from 1912 to 1925, I was dubbed, "King of the Slots."

* * *

A boy and girl were out driving. They came to a quiet spot on the country lane and the car stopped.

"Out of gas," said the boy.

The girl opened her purse and pulled out a flask.

"Wow," said the boy, "a bottle—what is it?"

"Gasoline," replied the girl.

COIN
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54

FOR
MARCH
1945

If You Want
to Buy

5-Ball Pin Games

— SEE —

PAUL A. LAYMON

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Los Angeles 15

FOR SALE

Attention Operators

- 1 Bally Rapid Fire
- 3 Panorams
- 1 Pitchem Catchem
- 1 Western Baseball
- 2 Rock-Ola Ten Pins
- 2 Tokio Guns
- 1 Evans Ten Strike

- 1 Mills 1-2-3
- 2 Galloping Dominos
- 1 Mills 25c Dice Machine
- 3 5c Mills Glitter Q.T.'s
- 1 5c Pace Races Red Arrow
- 1 5c Pace Races Brown Cab.
- 1 25c Pace Races Black Cab.

- 1 Wings
- 2 Yankees
- 1 Lucky Strike
- 2 Flippers
- 1 Mills Bell Boy
- 4 Daval's "21"
- 1 Mills Tickette

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- | | | | |
|--|--|--|---|
| <input type="checkbox"/> DON'T YOU KNOW I CARE? | <input type="checkbox"/> MORE AND MORE | <input type="checkbox"/> HONEYSUCKLE ROSE; THE | <input type="checkbox"/> TEND TO YOUR KNITTIN'; |
| <input type="checkbox"/> I DON'T WANT TO LOVE | <input type="checkbox"/> RED BLUES | <input type="checkbox"/> ALL STAR BLUES | <input type="checkbox"/> MY LITTLE GIRL |
| <input type="checkbox"/> YOU | <input type="checkbox"/> I DIDN'T KNOW ABOUT | <input type="checkbox"/> MOONGLOW; MY BLUE | <input type="checkbox"/> A HAPPY ROVIN' COWBOY; |
| <input type="checkbox"/> RHUMBA CARDI | <input type="checkbox"/> YOU | <input type="checkbox"/> HEAVEN | <input type="checkbox"/> DOWN ON THE LEVEE |
| <input type="checkbox"/> DON'T FENCE ME IN | <input type="checkbox"/> YOU'LL BE SORRY | <input type="checkbox"/> BLUE SKIES | <input type="checkbox"/> THE SKATER'S WALTZ |
| <input type="checkbox"/> RUM AND COCA-COLA | <input type="checkbox"/> RIGHT AS THE RAIN | <input type="checkbox"/> SMOKE GETS IN YOUR | <input type="checkbox"/> JUST ONE OF THOSE |
| (New Supply Arrived; First | <input type="checkbox"/> THIS HEART OF MINE; THE | <input type="checkbox"/> EYES | <input type="checkbox"/> THINGS |
| Come, First Served) | <input type="checkbox"/> LOVE I LONG FOR | <input type="checkbox"/> RAINCHECK | <input type="checkbox"/> I DREAM OF YOU |
| <input type="checkbox"/> BEGIN THE BEGUINE; IN- | <input type="checkbox"/> SATURDAY NIGHT | <input type="checkbox"/> I'M GOING TO START A | <input type="checkbox"/> CONFESSIN' |
| DIAN LOVE CALL | <input type="checkbox"/> LET'S TAKE THE LONG | <input type="checkbox"/> RACKET | <input type="checkbox"/> ALWAYS |
| <input type="checkbox"/> THINGS AIN'T WHAT THEY | <input type="checkbox"/> WAY HOME | <input type="checkbox"/> HELP ME | <input type="checkbox"/> I WISH WE DIDN'T HAVE |
| <input type="checkbox"/> USED TO BE | <input type="checkbox"/> WHAT AM I HERE FOR? I | <input type="checkbox"/> SHE'S FUNNY THAT WAY | <input type="checkbox"/> TO SAY GOODBYE |
| <input type="checkbox"/> THE LAST LETTER | <input type="checkbox"/> DON'T MIND | <input type="checkbox"/> LITTLE BO PEEP HAS LOST | <input type="checkbox"/> ANGELINA |
| <input type="checkbox"/> SONG OF THE WANDERER; | <input type="checkbox"/> HAMP'S RING DEM BELLS | <input type="checkbox"/> HER JEEP; PASS THE BIS- | <input type="checkbox"/> HELPLESS |
| <input type="checkbox"/> AFTER HOURS | <input type="checkbox"/> CROSS YOUR HEART | <input type="checkbox"/> CUIITS, MIRANDY | <input type="checkbox"/> NIGHT AND DAY |
| <input type="checkbox"/> MY MELANCHOLY BABY; | <input type="checkbox"/> ARMY AIR CORPS; MA- | <input type="checkbox"/> GOOD FOR NOTHIN' JOE; | <input type="checkbox"/> THERE GOES THAT SONG |
| <input type="checkbox"/> STAR DUST | <input type="checkbox"/> RINE'S HYMN | <input type="checkbox"/> HAUNTED | <input type="checkbox"/> AGAIN |
| <input type="checkbox"/> SOUTHERN FRIED; REDSKIN | <input type="checkbox"/> I CAN'T TELL YOU WHY I | <input type="checkbox"/> YOU BELONG TO MY HEART | <input type="checkbox"/> I'M BEGINNING TO SEE |
| <input type="checkbox"/> RHUMBA | <input type="checkbox"/> LOVE YOU, BUT I DO | <input type="checkbox"/> I LEARNED A LESSON I'LL | <input type="checkbox"/> THE LIGHT |
| <input type="checkbox"/> COUNTRY BOY | <input type="checkbox"/> ACCENTUATE THE POSI- | <input type="checkbox"/> NEVER FORGET | <input type="checkbox"/> EAST OF THE SUN; BE- |
| <input type="checkbox"/> LOVE HAS COME MY WAY; | <input type="checkbox"/> TIVE | <input type="checkbox"/> I LOVE HER JUST THE | <input type="checkbox"/> TWEEN THE DEVIL AND |
| <input type="checkbox"/> YOU SHOULD BE SATISFIED | <input type="checkbox"/> MEDLEY OF SERVICE | <input type="checkbox"/> SAME | <input type="checkbox"/> THE DEEP BLUE SEA |
| <input type="checkbox"/> I WONDER | <input type="checkbox"/> SONGS MARCHES | <input type="checkbox"/> STRANGE MUSIC | <input type="checkbox"/> OVER THE RAINBOW; COLE |
| <input type="checkbox"/> I'M LOST | <input type="checkbox"/> AFTER YOU'VE GONE; BU- | <input type="checkbox"/> MAGIC IS THE MOON- | <input type="checkbox"/> HEAT |
| <input type="checkbox"/> IF YOU WANT TO SHARE | <input type="checkbox"/> GLE CALL RAG | <input type="checkbox"/> LIGHT | <input type="checkbox"/> GOTTA LOTTA WOLF IN |
| <input type="checkbox"/> YOUR LOVE; 99 BLUES | <input type="checkbox"/> I'LL NEVER BE THE SAME | <input type="checkbox"/> CANDY | <input type="checkbox"/> YOUR HEART |

LIST YOUR OTHER SELECTIONS ON A SEPARATE SHEET

COLUMBIA MUSIC STORES

53 CLINTON AVE. SOUTH

ROCHESTER 4, NEW YORK

Stemler Leaves Clark

LOS ANGELES—Aubrey Stemler, manager of the local branch of the Clark Distributing Co. for the past year, has announced his resignation from the organization, effective February 15th. Stemler has not announced a future connection but relates: "I will be at home to my friends at 7051 Firmament Avenue, Van Nuys, until further notice. If you cannot drop out and see me, phone me at State 5-3791."

Don Clark, head of Clark Distributing, was in Los Angeles on the 15th and 16th, but no successor to Stemler had been named as this issue went to press.

Gwirtz on Coast

LOS ANGELES—Irvin R. Gwirtz, treasurer of Musicraft Corp., is on the west coast to establish offices and recording studios in line with the ambitious expansion plans of Musicraft for the future. Gwirtz is signing up bands, vocalists and picking new tunes for future Musicraft releases.

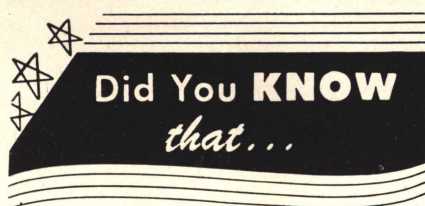
Musicraft has signed several well known names in the East and will shortly announce the release of discs featuring these new acquisitions.

Mills Forms New Unit

CHICAGO—Directors of Mills Industries, Inc., have formed an affiliate company, Mills Novelty Co., for the manufacture and sale of pinball, slot, game and vending machines. Ralph J. Mills, chairman, announced February 16th. Officers are Vincent C. Shay, president; Arthur V. Cooley, vice president; John P. Ryan, treasurer; Elmer E. Jacobson, secretary, and P. A. Tennis, assistant treasurer.

The affiliated company, which takes over the name used by the original company until a few years ago, will be operated as a separate unit.

Mills Industries, at present about 97 per cent engaged in war work, plans post-war manufacture of ice cream freezers and hardeners, air and water cooled condensing units, two types of moving picture machines, coin-controlled coolers for soft drinks, automatic phonographs, and candy and gum vendors.



The cost of feeding a soldier, in continental United States, is now 59 cents a day.

The blueprints used for the construction of the U.S.S. Missouri weighed forty-two tons.

The national monuments are for the most part smaller than the national parks. Exceptions are Katmai, Glacier Bay and Death Valley.

The Smithsonian Institution says the limestone layers at the top of the rim at the Grand Canyon Station show more fossils than perhaps any other part of Arizona. They consist mainly of small shells, corals and like, which are not very conspicuous to the average visitor.

Macbeth ruled over Scotland for 17 years, from 1040 to 1057.

A mature cow has 32 teeth; a full set of lower teeth, 20 in all, and 12 upper teeth. There are no front teeth.

As a definite territorial and political unit Macedonia does not exist today. It is now merely a general name for a region of the Balkan peninsula.

A bride generally cuts the first piece of her wedding cake. This is supposedly to ensure that no outside force shall cut into her happiness.

Women have the voting franchise throughout British India.

A naturalized citizen cannot become president of the United States. The Constitution provides that only a natural born citizen can become president.

Locusts do cross large bodies of water. Swarms have been encountered flying across the Atlantic at least a thousand miles from land.

The site of the original Benjamin Franklin print shop is marked with a bronze

tablet cemented into the sidewalk in front of a building at 135 Market Street, Philadelphia. In Franklin's day it was 51 High Street.

A Canterbury trot is a gentle gallop, such as is supposed to have been used by the pilgrims when going to the shrine of Thomas A. Becket at Canterbury.

Francis Dana of Massachusetts was the first United States representative to Russia. He was sent to seek recognition for the newly established United States and reached St. Petersburg on August 27, 1781, accompanied by his secretary, 14-year-old John Quincy Adams. During his stay of two years, Dana was never officially received by Catherine II.

The General Sherman sequoia tree is estimated to weigh 12½ million pounds, having grown from a seed less than ¼-inch long.

The first trans-Atlantic airplane ticket used on the first commercial crossing from Baltimore to Lisbon in June, 1939, was issued by Pan-American Airways to W. J. Eck, Washington, D. C., assistant to the vice-president of the Southern Railroad, for \$675. Eck had made his reservation almost eight years in advance, while on a Caribbean flight in 1931.

The Epsom derby distance is approximately 1½ miles, and is, therefore, a quarter mile longer than the distance of the Kentucky derby.

COIN
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FOR
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SLOT MCH. SPRING KIT
\$9.75

Hi-Grade Spring Ass't
\$2.50

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LOS ANGELES, 3 - CALIF.



LETTERS to the EDITOR

Detroit, Mich.

Dear Sir:

Do you have a coin-operated device for vending liquids or semi-solid liquids like soup with thick chunks in it, from the bulk container. I want one that permits something thicker than water to go through the valve.

Arthur Gow

(Anybody know anything about a liquid bulk vendor that will vend soup—with chunks in it?)

* * *

Portland, Ore.

Dear Paul:

Enclosed is my check for \$2.00 for a three year renewal of my subscription.

Since our Packard plant released us three years ago, I have been in the Swan Island champion tanker yard, here in Portland. THE REVIEW, which I have read faithfully since my affiliation with this business, has been a strong connection link for me in these days when I am temporarily away from the business. I can truly say that it is a well written publication, which combines the home town paper atmosphere with the up-to-date trade news that is so important to us in the coin machine field.

Clayton Ballard

* * *

Somewhere in Iceland.

Gentlemen:

Just a line to say hello again from Iceland. I am still around and full of ideas and plans for the expansion of my San Francisco routes after the war. My wife is still carrying on the music route and, if I do say so, doing better than I did when I was home.

It's plenty cold up here but the cold seems to preserve my post-war plans, although I am sort of getting preserved (in a frozen way) along with my plans.

I have been getting THE REVIEW regularly and my enthusiasm for the possibilities in the vending and amusement field is being taken on by several of my buddies who plan invading the field after the war. Quite a few men have the urge to go into business for themselves after the war. I have tried to conscientiously point out the opportunities for success in the vending field, and their continual examination of THE REVIEW has started fires of desires to enter our industry after the war.

So you can see that, although we are many thousands of miles from home at the present time, the fever of operating is still

with us and we are anxious to get going again.

Back home I have found that most of my locations, and the Association of Music Operators, have cooperated splendidly with my wife in helping maintain our operations just as though I were there. To a soldier serving overseas, it's a mighty helpful boost in morale to know he can count on his business awaiting him upon his return in as good a condition as when he left it.

Pvt. Charles Weiner

* * *

Los Angeles

Dear Mr. Blackford:

Some time ago the writer informed you that all of the Wired Music Operators of Los Angeles had formed an association called the Southern California Wired Music Association. We are interested in contacting every wired music operator in Southern California as we would like to enlarge the scope of this organization. It is for the mutual benefit of all in this particular type of business. The Association is a non-profit organization and the dues are extremely small.

If you will publish this letter and encourage operators south of the Tehachapi Range to get in touch with us it will be appreciated.

Wm. H. Boult, Chairman

(EDITOR'S NOTE: We are happy to publish this letter and encourage wired music operators to communicate with Mr. Boult at 433 South Spring Street, Los Angeles 13, California. The Association is serving a worthwhile purpose and warrants the consideration of every wired music operator in Southern California.)

* * *

Dear Sir:

Islington, England

It is such a long time since I have written to you and many things have happened in that time. You may notice that we are in new premises and up to the present am glad to say that we have our roof and a few windows left.

We are still carrying on the same business and managing to keep on the credit side although it has been a struggle. We are looking for lines for after the war for distribution over here, as we believe there will be a big demand for same.

H. A. Hooper

Peeks Nixed by Police

LOS ANGELES—Indicative of what will eventually happen all over the nation if coin-operated machines continue to exhibit obscene films, is the action of the Police Commission banning "peep shows" of any kind from all penny arcades in the city.

Action was occasioned by a vociferous protest of a citizens' committee and the allegation was made that "peep shows operated by a coin in the slot revealed illustrations that might affect the morals of both minors and adults."

It was pointed out that Police Commission rules forbid the showing of any immoral illustrations, but because of the well founded objections, all peep shows were forbidden herewith.

No objection was ever entertained on coin-operated movie devices but in recent months operators greedy for easy coin have perverted the units and used questionable films.

Phono. in Role of Cupid

OKLAHOMA—In an amusement spot, some weeks ago, a Marine and a girl, strangers to each other, met in front of a phonograph and argued over who should drop the coin first. That settled, they proceeded to fall in love. He was leaving soon so they decided to get married. "What better place than where we first met?" they said. And so they took the vows right in front of that same music box. She wore the same slacks and white waist she'd worn that fatal day. The ceremony was performed while discs played tunes appropriate to the occasion, including Bing's *Ave Maria* and *We Gotta Be Free—the Eagle and Me*.

COIN
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56

FOR
MARCH
1945

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Keeney Plots Program

CHICAGO—"Our one and only job today is to put that extra punch into our war production that will hurry victory and peace," states Jack Keeney, president of J. H. Keeney & Co., Chicago, manufacturers of radar and special training equipment for the U. S. Navy, the Army Air Forces, and for large prime contractors. The Keeney organization of 500 war workers has been going at top speed for four years, producing a huge volume of war goods and generally ahead of schedule. Present factory is at 6610-30 Ashland Avenue.

The entire plant occupied by Majestic Radio & Television Co. at 2600 West 50th Street has been purchased by Keeney for still further expansion of war production and after war for continued growth in coin machines and other lines. The move to the new location is planned for some time in 1945. In addition to the new factory, Keeney has plans already completed for the erection of a new office building, and postwar sales headquarters, and a separate engineering building (the first of its kind among coin machine manufacturers). The new plant will afford more than three times the space and manufacturing facilities of the present Keeney factory.

Jack Keeney is president; W. J. Ryan, vice president and general manager; Mel Binks, chief engineer; Oscar Munzer, purchasing agent.

* * *

You make love almost like you were wrestling.

Well, what's the difference?

In wrestling, some holds are barred.



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Tim Crummett, partner of the Central Distributing Co., Wurlitzer representatives with offices in Kansas City and Omaha, tells

Wurlitzer designer Paul Fuller (left) what a fine job of getting and holding locations the modernized Wurlitzer is doing for music men.

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March, 1945

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REVIEW

57

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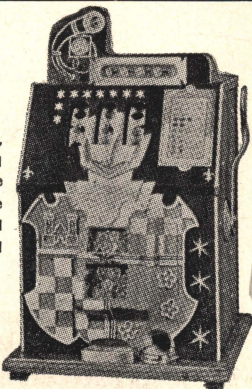
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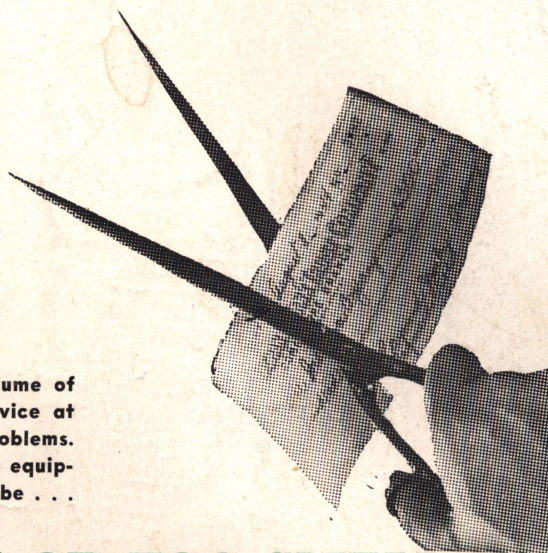


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